



COLLEGE OF EDUCATION

Innovation in Teaching, Leadership, and Wellness

DATA PROGRAM REPORTS

SPORT MANAGEMENT

THE UNIVERSITY OF WEST GEORGIA

FALL 2020 | SPRING 2021 | SUMMER 2021

**BACHELOR OF SCIENCE (B.S.Ed.) IN SPORT
MANAGEMENT**

SPMG 3670 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2020	SPMG 3670	Practicum	01	SPMG 3670 Practicum Experiences Presentation Fall 2020	SPMG 3670 Oral Communication Rubric	35	32	3	32

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	7	24.14%	22	75.86%	3	9.38%	29	3.76	4	4	0.43
Language	0	0%	0	0%	8	27.59%	21	72.41%	3	9.38%	29	3.72	4	4	0.45
Delivery	0	0%	0	0%	9	31.03%	20	68.97%	3	9.38%	29	3.69	4	4	0.46
Supporting Material	0	0%	2	6.9%	5	17.24%	22	75.86%	3	9.38%	29	3.69	4	4	0.59
Central Message	0	0%	0	0%	8	28.57%	20	71.43%	4	12.5%	28	3.71	4	4	0.45
Total/Percentage	0	0%	2	1.39%	37	25.69%	105	72.92%	16	10%	144				

SPMG 3670 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2021	SPMG 3670	Practicum	01	SPMG 3670 Practicum Experiences Presentation Spring 2021	SPMG 3670 Oral Communication Rubric	18	14	4	14
Spring Semester 2021	SPMG 3670	Practicum	02	SPMG 3670 Practicum Experiences Presentation Spring 2021	SPMG 3670 Oral Communication Rubric	6	5	1	5

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	1	5.88%	16	94.12%	2	10.53%	17	3.94	4	4	0.24
Language	1	6.25%	0	0%	0	0%	15	93.75%	3	15.79%	16	3.81	4	4	0.73
Delivery	0	0%	1	5.88%	2	11.76%	14	82.35%	2	10.53%	17	3.76	4	4	0.55
Supporting Material	0	0%	1	5.56%	0	0%	17	94.44%	1	5.26%	18	3.89	4	4	0.46
Central Message	0	0%	1	5.88%	1	5.88%	15	88.24%	2	10.53%	17	3.82	4	4	0.51
Total/Percentage	1	1.18%	3	3.53%	4	4.71%	77	90.59%	10	10.53%	85				

SPMG 3670 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2020	SPMG 3670	Practicum	01	SPMG 3670 Dream Job Report Fall 2020	SPMG 3670 Written Communication Rubric	35	33	2	33

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	1	3.23%	6	19.35%	24	77.42%	2	6.06%	31	3.74	4	4	0.51
Content Development	0	0%	1	3.23%	8	25.81%	22	70.97%	2	6.06%	31	3.68	4	4	0.53
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	0	0%	1	3.23%	7	22.58%	23	74.19%	2	6.06%	31	3.71	4	4	0.52
Sources and Evidence	1	3.33%	11	36.67%	3	10%	15	50%	3	9.09%	30	3.07	3.5	4	1
Control of Syntax and Mechanics	0	0%	1	3.23%	7	22.58%	23	74.19%	2	6.06%	31	3.71	4	4	0.52
Total/Percentage	1	0.65%	15	9.74%	31	20.13%	107	69.48%	11	6.67%	154				

SPMG 3670 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2021	SPMG 3670	Practicum	01	SPMG 3670 Dream Job Report Spring 2021	SPMG 3670 Written Communication Rubric	18	15	3	15
Spring Semester 2021	SPMG 3670	Practicum	02	SPMG 3670 Dream Job Report Spring 2021	SPMG 3670 Written Communication Rubric	6	5	1	5

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 3670 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	1	5%	1	5%	18	90%	0	0%	20	3.85	4	4	0.48
Content Development	0	0%	2	10%	0	0%	18	90%	0	0%	20	3.8	4	4	0.6
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	0	0%	1	5%	2	10%	17	85%	0	0%	20	3.8	4	4	0.51
Sources and Evidence	0	0%	0	0%	4	22.22%	14	77.78%	2	10%	18	3.78	4	4	0.42
Control of Syntax and Mechanics	0	0%	0	0%	0	0%	18	100%	2	10%	18	4	4	4	0
Total/Percentage	0	0%	4	4.17%	7	7.29%	85	88.54%	4	4%	96				

SPMG 4584 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2020	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	SPMG 4584 Elevator Speech Fall 2020	SPMG 4584 Oral Communication Rubric	14	11	3	11
Fall Semester 2020	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	SPMG 4584 Elevator Speech Fall 2020	SPMG 4584 Oral Communication Rubric	22	18	4	18

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	1	3.45%	28	96.55%	0	0%	29	3.97	4	4	0.18
Language	0	0%	0	0%	10	34.48%	19	65.52%	0	0%	29	3.66	4	4	0.48
Delivery	0	0%	0	0%	9	31.03%	20	68.97%	0	0%	29	3.69	4	4	0.46
Supporting Material	0	0%	19	65.52%	4	13.79%	6	20.69%	0	0%	29	2.55	2	2	0.81
Central Message	0	0%	0	0%	4	13.79%	25	86.21%	0	0%	29	3.86	4	4	0.34
Total/Percentage	0	0%	19	13.1%	28	19.31%	98	67.59%	0	0%	145				

SPMG 4584 ORAL COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2021	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	SPMG 4584 Elevator Speech Spring 2021	SPMG 4584 Oral Communication Rubric	30	28	2	28

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Oral Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Organization	0	0%	0	0%	9	32.14%	19	67.86%	0	0%	28	3.68	4	4	0.47
Language	0	0%	0	0%	10	35.71%	18	64.29%	0	0%	28	3.64	4	4	0.48
Delivery	0	0%	0	0%	17	62.96%	10	37.04%	1	3.57%	27	3.37	3	3	0.48
Supporting Material	0	0%	0	0%	1	50%	1	50%	26	92.86%	2	3.5	3.5	3	0.5
Central Message	0	0%	0	0%	6	21.43%	22	78.57%	0	0%	28	3.79	4	4	0.41
Total/Percentage	0	0%	0	0%	43	38.05%	70	61.95%	27	19.29%	113				

SPMG 4584 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2020	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	SPMG 4584 Personal Career Plan Fall 2020	SPMG 4584 Written Communication Rubric	14	11	3	11
Fall Semester 2020	SPMG 4584	Pre-Intern Sem in Sport Mgmt	02	SPMG 4584 Personal Career Plan Fall 2020	SPMG 4584 Written Communication Rubric	22	18	4	18

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	0	0%	2	7.14%	26	92.86%	1	3.45%	28	3.93	4	4	0.26
Content Development	0	0%	0	0%	1	3.7%	26	96.3%	2	6.9%	27	3.96	4	4	0.19
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	0	0%	0	0%	2	7.41%	25	92.59%	2	6.9%	27	3.93	4	4	0.26
Sources and Evidence	0	0%	18	64.29%	1	3.57%	9	32.14%	1	3.45%	28	2.68	2	2	0.93
Control of Syntax and Mechanics	0	0%	0	0%	2	7.14%	26	92.86%	1	3.45%	28	3.93	4	4	0.26
Total/Percentage	0	0%	18	13.04%	8	5.8%	112	81.16%	7	4.83%	138				

SPMG 4584 WRITTEN COMMUNICATION RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2021	SPMG 4584	Pre-Intern Sem in Sport Mgmt	01	SPMG 4584 Personal Career Plan Spring 2021	SPMG 4584 Written Communication Rubric	30	29	1	29

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4584 Written Communication Rubric

Rubric	# Unacceptable	% Unacceptable	# Developing	% Developing	# Proficient	% Proficient	# Exemplary	% Exemplary	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).	0	0%	0	0%	10	34.48%	19	65.52%	0	0%	29	3.66	4	4	0.48
Content Development	0	0%	0	0%	9	31.03%	20	68.97%	0	0%	29	3.69	4	4	0.46
Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).	0	0%	0	0%	15	51.72%	14	48.28%	0	0%	29	3.48	3	3	0.5
Sources and Evidence	0	0%	0	0%	0	0%	2	100%	27	93.1%	2	4	4	4	0
Control of Syntax and Mechanics	0	0%	0	0%	9	31.03%	20	68.97%	0	0%	29	3.69	4	4	0.46
Total/Percentage	0	0%	0	0%	43	36.44%	75	63.56%	27	18.62%	118				

SPMG 4686 NACE RESUME RUBRIC

Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Fall Semester 2020	SPMG 4686	Internship	N01	SPMG 4686 Resume Assignment Fall 2020	SPMG 4686 NACE Resume Rubric	10	8	2	8

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4686 NACE Resume Rubric

Criteria	# (4)Resume should effectively land you an interview.	% (4)Resume should effectively land you an interview.	# (3)Resume could land you an interview (borderline case).	% (3)Resume could land you an interview (borderline case).	# (2)Resume is average, needs improvement to rise to the top of the stack.	% (2)Resume is average, needs improvement to rise to the top of the stack.	# (1)Resume needs significant improvement and would be discarded during screening	% (1)Resume needs significant improvement and would be discarded during screening	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Format	7	87.5%	1	12.5%	0	0%	0	0%	0	0%	8	3.88	4	4	0.33
Education Section	7	87.5%	1	12.5%	0	0%	0	0%	0	0%	8	3.88	4	4	0.33
Experience Section	7	87.5%	1	12.5%	0	0%	0	0%	0	0%	8	3.88	4	4	0.33
Honors/Activities/Leadership	7	87.5%	1	12.5%	0	0%	0	0%	0	0%	8	3.88	4	4	0.33
Total/Percentage	28	87.5%	4	12.5%	0	0%	0	0%	0	0%	32				

SPMG 4686 NACE RESUME RUBRIC

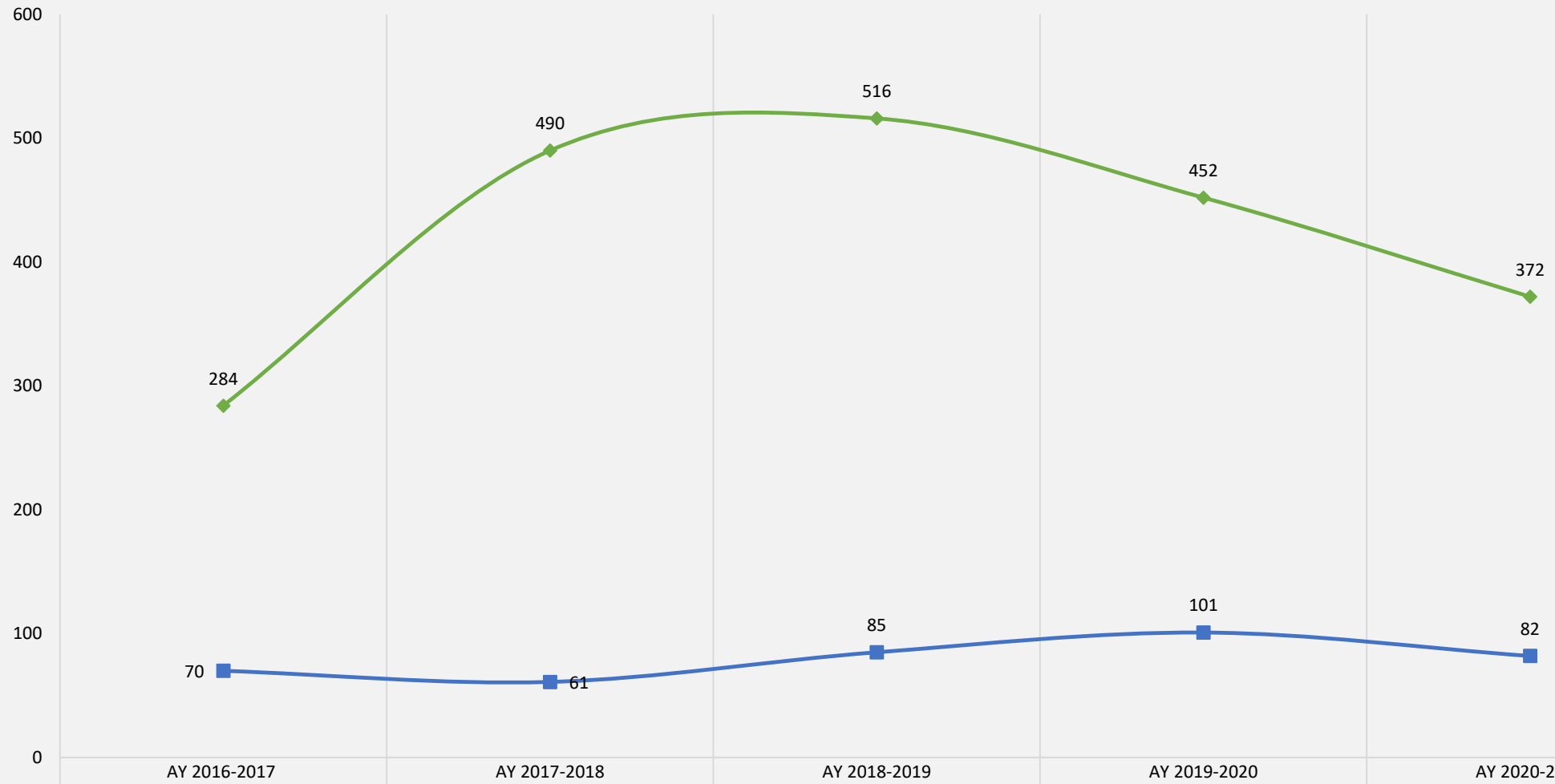
Term	Course Number	Course Title	Section	CourseWork Name	Assessment Tool (s)	Number of students that received this coursework	Number of students who have submitted this coursework	Number of students who have not submitted this coursework	Number of students who have been assessed for this coursework
Spring Semester 2021	SPMG 4686	Internship	N01	SPMG 4686 Resume Assignment Spring 2021	SPMG 4686 NACE Resume Rubric	15	14	1	14
Spring Semester 2021	SPMG 4686	Internship	N02	SPMG 4686 Resume Assignment Spring 2021	SPMG 4686 NACE Resume Rubric	10	10	0	10

THE TABLES BELOW CONTAIN AGGREGATE DATA FOR THE FORM : SPMG 4686 NACE Resume Rubric

Criteria	# (4)Resume should effectively land you an interview.	% (4)Resume should effectively land you an interview.	# (3)Resume could land you an interview (borderline case).	% (3)Resume could land you an interview (borderline case).	# (2)Resume is average, needs improvement to rise to the top of the stack.	% (2)Resume is average, needs improvement to rise to the top of the stack.	# (1)Resume needs significant improvement and would be discarded during screening	% (1)Resume needs significant improvement and would be discarded during screening	# No Response	% No Response	Total Response	Mean	Median	Mode	Standard Deviation
Format	20	83.33%	4	16.67%	0	0%	0	0%	0	0%	24	3.83	4	4	0.37
Education Section	22	91.67%	2	8.33%	0	0%	0	0%	0	0%	24	3.92	4	4	0.28
Experience Section	23	95.83%	1	4.17%	0	0%	0	0%	0	0%	24	3.96	4	4	0.2
Honors/Activities/Leadership	14	58.33%	7	29.17%	3	12.5%	0	0%	0	0%	24	3.46	4	4	0.71
Total/Percentage	79	82.29%	14	14.58%	3	3.12%	0	0%	0	0%	96				

ENROLLMENT AND GRADUATION

B.S. IN SPORT MANAGEMENT ENROLLMENT & GRADUATION DATA TRENDS



—◆— ENROLLED
—■— GRADUATES

AY 2016-2017

AY 2017-2018

AY 2018-2019

AY 2019-2020

AY 2020-2021

284

490

516

452

372

70

61

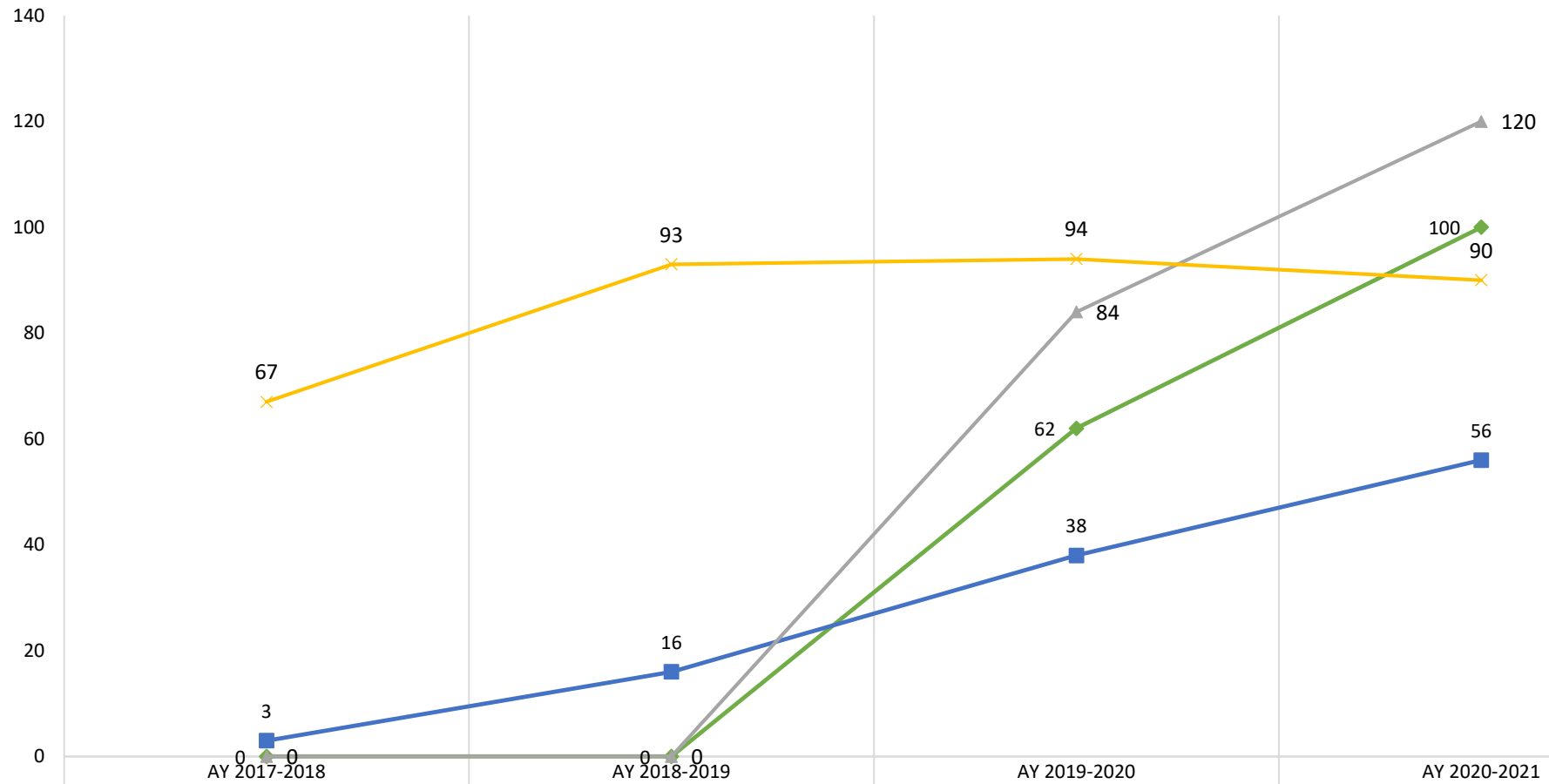
85

101

82

MINOR DATA TRENDS

MINOR DATA TRENDS



◆ Coaching	0	0	62	100
■ Health & Community Wellness	3	16	38	56
▲ Nutrition Promotion & Edu.	0	0	84	120
✕ Sport Management	67	93	94	90

**MASTER OF SCIENCE (M.S.) IN SPORT
MANAGEMENT**

Survey Data– Near Completer Survey and/or Completer Survey

Please review the program survey data from the method in which the program collects the data annually. This includes the **near completer survey** and perhaps the **program completer survey** data. Specifically from the near completer survey, what are candidates suggesting, based on their perceptions of the program, and in what ways will the program remain the same or be modified for continuous improvement? When is the survey distributed? What is the response rate and/or number of responses? Do you see differences within the program based on student perceptions this year? Include this review/analysis in your Closing the Loop summary findings.

In addition, please add this exact question to your “near completer survey” for the very next survey that is distributed within your program and all future surveys.

How likely are you to recommend this program to others?

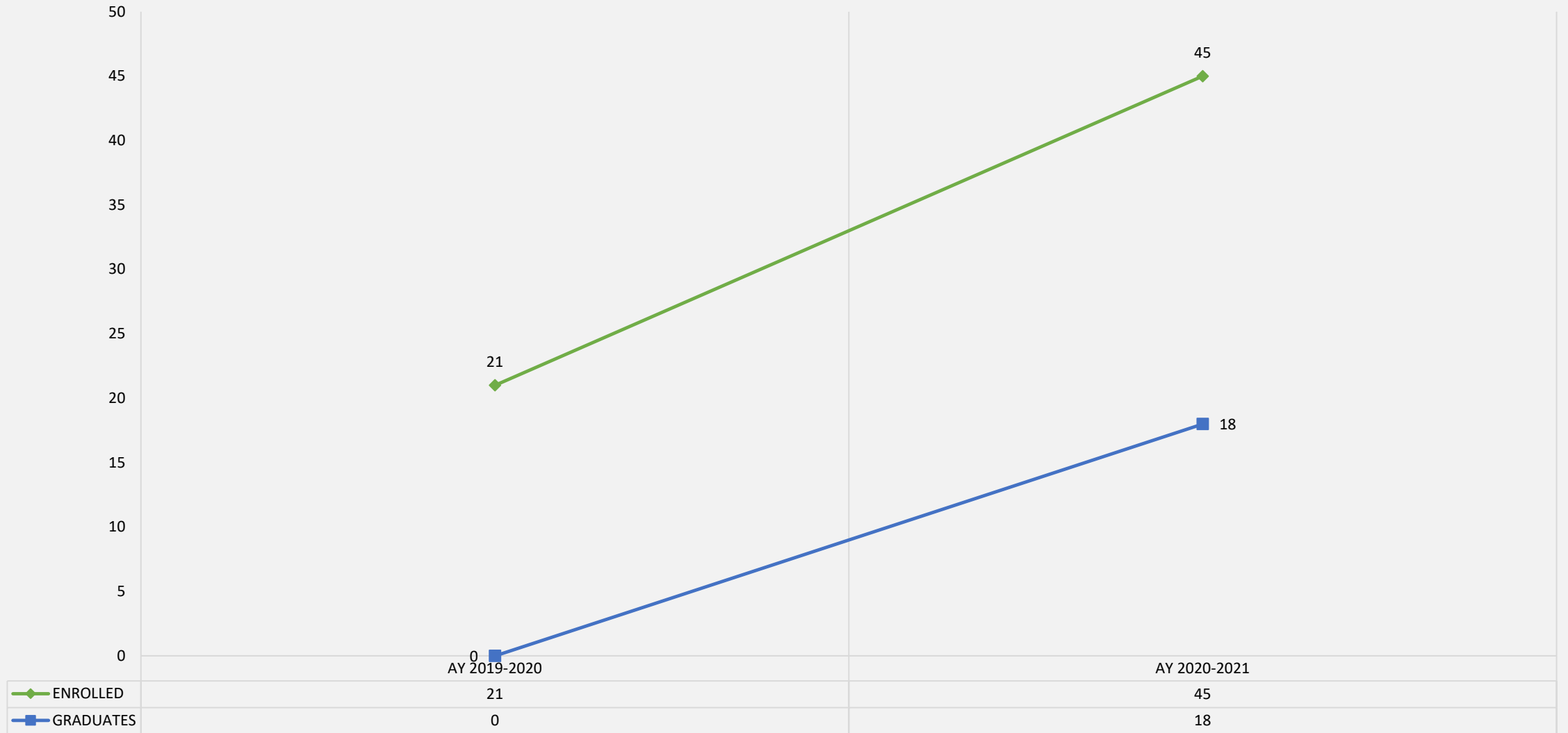
This is the “net promoter score” (overall satisfaction and loyalty to the brand).

This metric will be included in our institutional scorecard.

Make this a scale of 1-10 so students can indicate 10 = highly recommend and 1 = would not recommend

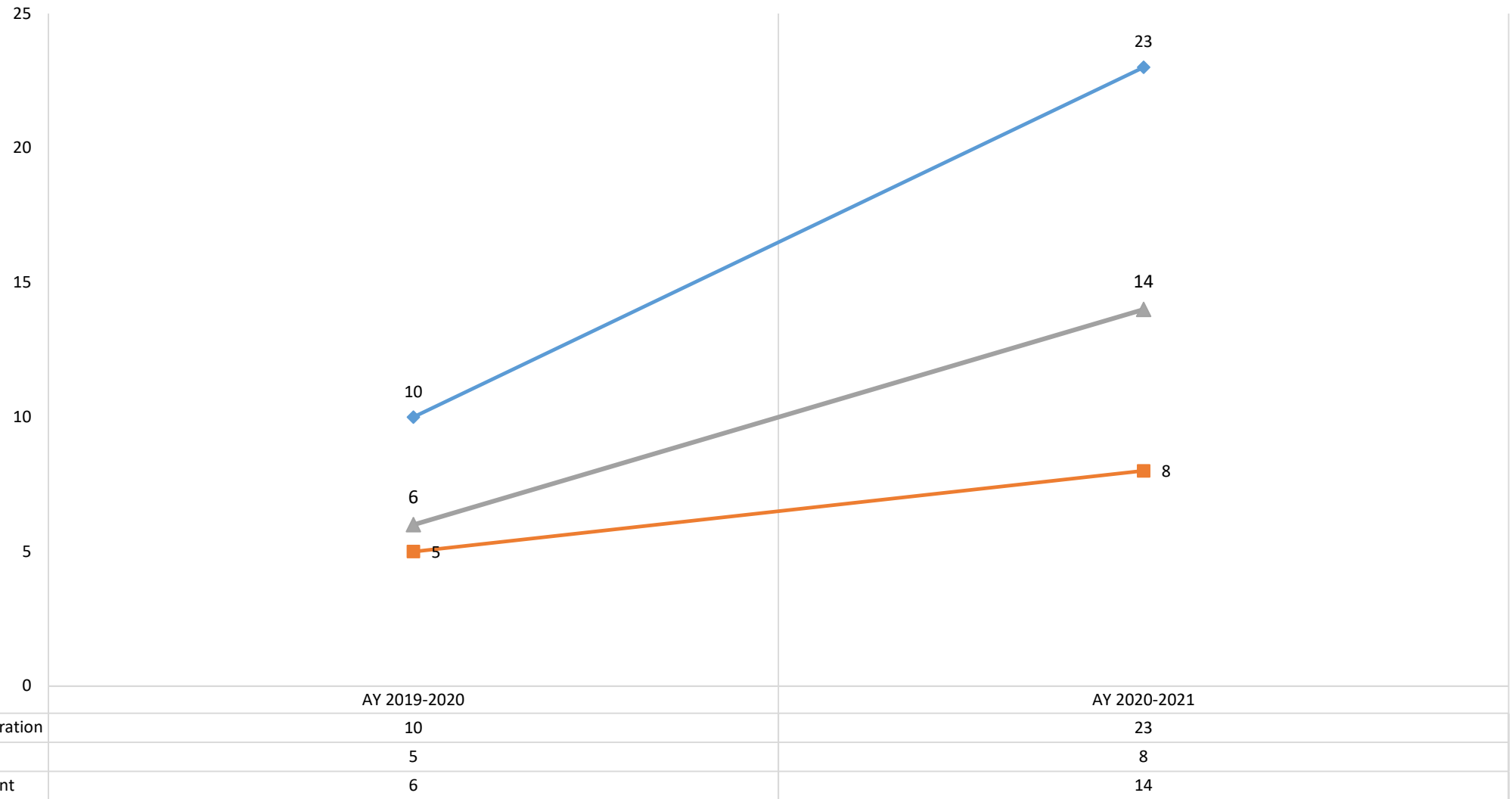
ENROLLMENT AND GRADUATION

M.S. IN SPORT MANAGEMENT ENROLLMENT & GRADUATION DATA TRENDS



ENROLLMENT

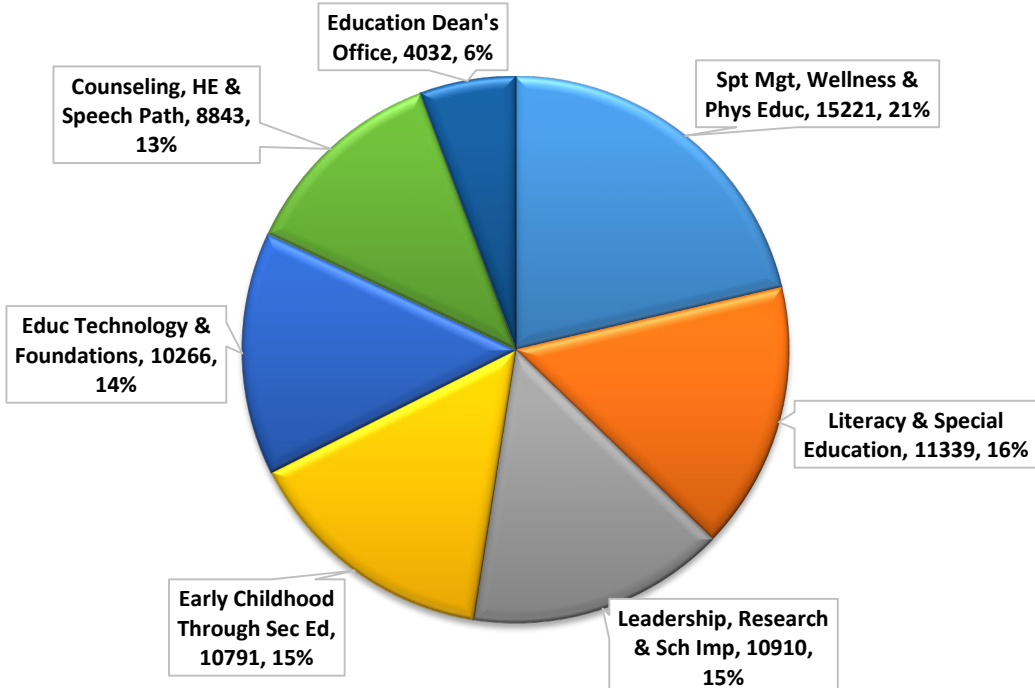
ENROLLMENT TRENDS FOR M.S. IN SPORT MANAGEMENT



CREDIT HOUR PRODUCTION

TERM	SUMMER 2020			FALL 2020			SPRING 2021			Total by ROWS		
DEPT	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS	ENRL	MAX_ENRL	CRED_HRS
Spt Mgt, Wellness & Phys Educ	859	957	2324	2365	2624	6348	2338	2621	6549	5562	6202	15221
Literacy & Special Education	984	1162	2784	1580	1995	4688	1319	1822	3867	3883	4979	11339
Leadership, Research & Sch Imp	1210	1478	3598	1282	1533	3816	1177	1397	3496	3669	4408	10910
Early Childhood Through Sec Ed	855	985	2535	1483	2167	3750	1562	2015	4506	3900	5167	10791
Educ Technology & Foundations	1043	1039	2997	1262	1380	3645	1268	1485	3624	3573	3904	10266
Counseling, HE & Speech Path	659	772	2046	1071	1301	3336	1132	1509	3461	2793	3504	8843
Education Dean's Office	238	250	714	569	630	1707	537	604	1611	1344	1484	4032
Total by COLUMNS	5848	6643	16998	9612	11630	27290	9333	11453	27114	24724	29648	71402

CREDIT HOUR PRODUCTION FOR COLLEGE OF EDUCATION FOR AY 20-21 BY DEPARTMENT



CREDIT HOUR PRODUCTION FOR SPORT MANAGEMENT, WELLNESS & PHYSICAL EDUCATION BY TERM

