

## Student Learning Outcomes Matrix - Academic Year 2022 – 2023

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>Undergraduate/Residential:</b> The student will be able to incorporate the Christian worldview in decision-making within sport management.					
<b>SMGT 312 (residential)</b>	Direct: 70% of students will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric	49 students observed	SC 1: 40	SC 1: 82%	Exceeds expectation
			SC 2: 47	SC 2: 96%	
			SC 3: 38	SC 3: 78%	
<b>Suggested Action Plan:</b> No suggested changes at this time.					
<b>Sub-Category (SC) Titles:</b>					
SC 1: Ministry and activity connection SC 2: Activity outcome SC 3: Intentional focus					
<b>Notes:</b> This program learning outcome (PLO) connects directly to Liberty University’s Statement of Mission and Purpose ( <a href="https://www.liberty.edu/about/purpose-and-mission-statement/">https://www.liberty.edu/about/purpose-and-mission-statement/</a> ). Students are learning to integrate their faith with their profession and use sport as a platform for outreach.					

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>Graduate/Residential &amp; Online:</b> The student will be able to integrate the Christian worldview into decision-making within sport management.					
<b>SMGT 504 (residential)</b>	Direct: 70% of students	11 students observed	SC 1: 9	SC 1: 81.82%	Partially meets

	will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric		SC 2: 7	SC 2: 63.63%	
			SC 3: 8	SC 3: 72.73%	
<b>SMGT 504 (online)</b>	Direct: 70% of students will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric	62 students observed	SC 1: 38	SC 1: 61.29%	Partially meets
			SC 2: 46	SC 2: 74.19%	
			SC 3: 46	SC 3: 74.19%	

**Suggested Action Plan(s):**

Residential

- Action Plan description: Update assignment instructions to include additional details regarding expectations for biblical concepts
- Implementation term/year: Spring 2024, Residential B-term
- Term/year for reassessment: Spring 2024, Residential B-term

Online

- Action Plan description: SME will develop a list of approved articles for students to use that will be included in the assignment instructions
- Implementation term/year: Fall 2023
- Term/year for reassessment: Spring 2024

**Sub-Category (SC) Titles:**

- SC 1: Identify Biblical concepts associated with the article
- SC 2: Christian worldview is demonstrated through the framework of the student’s analysis
- SC 3: Clear connection to sport ministry

**Notes:** This program learning outcome (PLO) connects directly to Liberty University’s Statement of Mission and Purpose (<https://www.liberty.edu/about/purpose-and-mission-statement/>). Students are learning to integrate their faith with their profession and use sport as a platform for outreach.

Indirect Assessments					
Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does not meet expectation Meets expectation

					Exceeds expectation Insufficient data
<p><b>Undergraduate/Residential:</b> The student will be able to incorporate the Christian worldview in decision-making within sport management.</p> <p><b>Graduate/Residential &amp; Online:</b> The student will be able to integrate the Christian worldview into decision-making within sport management.</p>					
SETM 499 (residential)  Internship Evaluation rubric (indirect)	Indirect: 75% of students will score at least 3.75 out of 5 on each sub-category (SC) of the Likert scale	SC 1: 29 students observed	SC 1: 28	SC 1: 97%	Exceeds expectations
		SC 2: 29 students observed	SC 2: 28	SC 2: 97%	
		SC 3: 29 students observed	SC 3: 29	SC 3: 100%	
		SC 4: 29 students observed	SC 4: 29	SC 4: 100%	
		SC 5: 29 students observed	SC 5: 29	SC 5: 100%	
SMGT 699 (residential)  Internship Evaluation rubric (indirect)	Indirect: 80% of students will score at least 3.75 out of 5 on each sub-category (SC) of the Likert scale	SC 1: 19 students observed	SC 1: 19	SC 1: 100%	Exceeds expectations
		SC 2: 19 students observed	SC 2: 18	SC 2: 95%	
		SC 1: 19 students observed	SC 3: 18	SC 3: 95%	
		SC 1: 19 students observed	SC 4: 19	SC 4: 100%	
		SC 2: 19 students observed	SC 5: 19	SC 2: 100%	

SMGT 699 (online)  Internship Evaluation rubric (indirect)	Indirect: 80% of students will score at least 3.75 out of 5 on each sub-category (SC) of the Likert scale	SC 1: 68 students observed	SC 1: 67	SC 1: 99%	Exceeds expectations
		SC 2: 68 students observed	SC 2: 67	SC 2: 99%	
		SC 3: 68 students observed	SC 3: 65	SC 3: 96%	
		SC 4: 67 students observed  (one supervisor listed N/A as the response for this sub- category)	SC 4: 67	SC 4: 100%	
		SC 5: 68 students observed	SC 2: 68	SC 5: 100%	

**Suggested Action Plan:** No suggested changes at this time.

**Sub-Category (SC) Titles:**

- SC 1: Demonstrates good judgment on work related decisions
- SC 2: Displays patience and self-control during work
- SC 3: Demonstrates a consideration for others' viewpoints
- SC 4: Demonstrates courtesy in working with the public
- SC 5: Shows respect for others in relationships with public and co-workers

**Note:** Sport management students continue to perform well in their internships.

*Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.*

**Student Learning Outcomes Matrix Narrative:**

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you “**close the loop**” by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>Goal 1:</b> Align B.S. Sport Management with updated COSMA CPC to include an ACCT 209 Survey of Accounting and Finance (accounting for non-majors)			
Measure 1: Curriculum forms to include ACCT 209 to the B.S. Sport Management  Degree Completion Plan: See Major Foundational Courses <a href="https://www.liberty.edu/registrar/wp-content/uploads/sites/119/2020/03/SMGE-BS-R.pdf">https://www.liberty.edu/registrar/wp-content/uploads/sites/119/2020/03/SMGE-BS-R.pdf</a>  The same change was made for each cognate: General (linked above), Sport Administration, Sport Communication & Public Relations, Sport Outreach, Sport Venue Management	Add ACCT 209	The addition of ACCT 209 was approved for implementation during the 2023-2024 academic year.	Meets expectation
<b>Goal 2:</b> Explore options for including Sales content in the B.S. in Sport Management			
Measure 1: Meeting minutes  <b>(Attachment E: Liberty_NASCAR University Slide Deck)</b>  <b>(Attachment F: External Liberty NASCAR University)</b>	Discuss collaborative opportunities within the School of Business to provide sales training for sport management students.	Several virtual conversations with NASCAR representatives – see slide deck and related articles	Meets expectation
<b>Goal 3:</b> Rebalance full-time faculty loads with the addition of new faculty member			
Measure 1: Faculty load chart  <b>(Attachment G: HSM Faculty Load Chart)</b>	Overload hours will be reduced for all full-time faculty members	Two faculty members had overload hours reduced.  One faculty member had	Partially meets  See <b>Notes</b> below

		<p>overload hours remain the same.</p> <p>The new faculty member did not have overload.</p>	
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**Notes:** Sport Management faculty teach across programs in the Department of Hospitality & Sport Management, and there are shared courses.

Enrollment growth across programs increased the number of students in underloaded sections and presented the need for additional course sections.

One faculty member earned promotion from Assistant to Associate Professor – this promotion included a reduction in required minimum teaching credit hours from 30 credit hours per academic year to 24 credit hours per academic year.

Two (2) full-time graduate student assistants (GSAs) were assigned to departmental faculty to support faculty load

The enrollment increases are being carefully examined to understand their impact on staffing.

**Goal 4:** The LU Sport Management faculty recognize the benefits of the research skills and seek to develop a culture of research and scholarship within the Department of Hospitality & Sport Management.

Measure 1: Sport Leadership Summit (SLS) Poster session participation report	Target: 80% participation by students in SETM 415 (Fall 2022) in the poster session at the Sport Leadership Summit (SLS)	100% participation	Exceeds expectations  2022 SLS program: <a href="https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf">https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf</a>
Measure 2: Sport Leadership Summit (SLS) outsider research presentation report	Target: There will be three (3) research presentations made by non-LU presenters.	2 outside research presentations - oral 2 outside research presentations - poster	Exceeds expectations  2022 SLS program: <a href="https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf">https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf</a>
	<p>Oral Presentations:</p> <p>You're the Nebraska AD – Who do you hire? A Teaching and Learning Presentation Robert Zullo, Westminster College (PA) and Riley Lewis, Westminster College (PA)</p>		

	<p>Application of The Leadership Challenge Curriculum to a Division III Athlete Leadership Development Course Katherine R Griffes &amp; Luke Svrcek, SUNY Oneonta</p> <p>Poster Presentations:</p> <p>Why are we playing THIS team? A case study of Division I Football Bowl Subdivision Scheduling. Authors Dr. Robert Zullo &amp; Riley Lewis</p> <p>Perspectives of Effective and Ineffective Athlete Leadership Practices at the Division III Level Authors: Dr. Katherine R. Griffes &amp; Luke Svrcek</p>
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**Goal 5: Identify summer course offerings to meet the needs of undergraduate students**

Measure 1: Summer course survey	Review summer course survey to inform offerings	Feedback from students supported offering SMGT 310 as a May intensive.	Meets expectations Additional residential summer courses are offered in partnership with NCAA Athletics – Summer Bridge: SMGT 201 and SMGT 300
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## Program-Level Operational Effectiveness Goals Matrix Academic Year 2023-24

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>Goal 1:</b> Submit COSMA Self-Study			
Measure 1: Email confirmation of submission			
<b>Goal 2:</b> Increase enrollment in SETM 497 Sport Leadership Summit by 20%			
Measure 1: Class enrollment data			
<b>Goal 3:</b> Examine B.S. Sport Management cognate courses and recommend revisions (as appropriate)			
Measure 1: Meeting minutes			
<b>Goal 4:</b> Modify SMGT cognate course offerings to support balanced enrollment: Outdoor Adventure Sport Cognate, Tourism Cognate			
Measure 1: Schedule in ASIST			
<b>Goal 5:</b> Complete modification to the Thesis Process Develop SMGT 688, Re-Develop/Design: SMGT 689, SMGT 690			
Measure 1: Syllabi: SMGT 688, SMGT 689, SMGT 690			
Measure 2: Updated degree completion plans (DCPs)			

## PROGRAM INFORMATION PROFILE

*This profile offers information about the program in the context of its mission, basic purpose and key features.*

**Name of Institution:** Liberty University

Program/Specialized Accreditor(s): COSMA

Institutional Accreditor: SACSCOC

Date of Next Comprehensive Program Accreditation Review:

Application of Reaffirmation of Accreditation: Sept 2024

Final Self Study: March 2025 (covers AY 2023-2024)

Site Visit: Spring 2025 (anytime Feb 2025-May 2025)

Review by Board of Commissioners: Sept 2025

Date of Next Comprehensive Institutional Accreditation Review: 2026

URL where accreditation status is stated: \_\_\_\_\_

*Residential:* <https://www.liberty.edu/about/institutional-and-program-accreditation/>

*Online:* <https://www.liberty.edu/online/accreditation/>

### Indicators of Effectiveness with Undergraduates [As Determined by the Program]

#### 1. Graduation Year: 2022-2023

# of Graduates: 39

Graduation Rate – 4 year: 73%

Graduation Rate – 6 year: 77%

#### 2. Average Time to Degree 4-Year Degree: see below by cognate 5 year degree NA

##### B.S. Sport Management by Cognate

Comm & PR: 3.36 years

General: 3.43 years

Sport Admin: 2.85 years

Sport Outreach 3.42

Sport Venue Mgt: 1.8 years

No Cognate: 6.8 (old program)

#### 3. Annual Transfer Activity (into Program): Year: 2022-2023

# of Transfers Internal (w/i LU): 45

Transfer IN Rate: 14.7%

# of Transfers Out of Program (w/i LU): 17

Transfer OUT Rate: 5.5%

#### 4. Graduates Entering Graduate School: Year: 2022-2023

# of Graduates: 39

# Entering Graduate School: 7 entering graduate programs at LU

5. Job Placement (if appropriate): Year: NA # of Graduates: NA # Employed: NA

*Form developed by the Council for Higher Education Accreditation. © updated 2020*

**SECTION 3: BUDGET CHART AND FLOWCHART  
(OPTIONAL FOR PROGRAMS REQUESTING FEE REDUCTION)  
REVIEWED ANNUALLY**

<b>Step 1: Are you working toward first-time accreditation?</b>	
<b>Yes</b>  ↓	<b><u>No</u></b>  <b><u>Liberty University is not working toward first time accreditation.</u></b> ↓
Your membership fee is as follows: Year 1: \$450 Year 2: \$900 Year 3: \$1,450 Year 4: \$1,800	Move to Step 2
<b>Step 2: Do you have temporary financial need or a long-term financial need?</b>	
<b><u>No, Liberty does not have a temporary financial need or a long-term financial need at this time. Liberty is able to meet the fee adjustment and is not requesting a fee reduction for AY 2023-2024.</u></b>	
Temporary ↓	Long-term ↓
Discuss your need with COSMA leadership on an annual basis Email: <a href="mailto:cosma@cosmaweb.org">cosma@cosmaweb.org</a>	Discuss options for achievable, regular payments Email: <a href="mailto:cosma@cosmaweb.org">cosma@cosmaweb.org</a>

**Options for temporary financial relief:**

- Take off a percentage of the full cost (e.g., 25%, 10%)
- Pay fee in two installments: \$900 July 1 – December 31 and \$900 January 1 – June 30

**Options for long-term financial relief:**

- Assess long-term budget and propose an amount
- Consider working toward full fee with extended period to reach it (> three years)

**REMINDER: FEES WILL INCREASE FOR THE 2024-25 FISCAL YEAR (OUTLINED ON PAGE 1)**

## REQUEST FOR AN EXTENSION

In extenuating circumstances, the Board of Commissioners will work with programs individually to modify the timelines set forward in the *Accreditation Process* manual for the following steps of accreditation:

- Reaffirmation of Accreditation (every 7 years)
- Candidacy Status (up to 5 years)
- Annual Report submission (annually by July 31)

It is the responsibility of the COSMA Primary Contact to communicate to COSMA headquarters and with the Board of Commissioners regarding extension requests. The Board of Commissioners will make decisions on a case-by-case basis. Not all requests will be granted or the timeline may be modified from what is requested. Even if your program is facing more than one “extenuating circumstance” listed below as examples, your request may be denied by the Board of Commissioners. Additional information or reporting may be requested to allow for the extension. Extension requests must be made well in advance of the deadline:

- Reaffirmation of Accreditation: Nine (9) months prior to the expiration of accreditation
- Candidacy Status: One (1) year prior to the expiration of Candidacy Status
- Annual Report: No later than May 31, two (2) months prior to the due date

**Previous deadline:** (e.g., Reaffirmation of Accreditation by February 2024)

**Requested new deadline:** (e.g., A one-year extension to February 2025)

**What are the extenuating circumstances facing your program and/or leadership that merit asking for an extension?** (e.g., significant or number of changes in leadership, significant budget cuts, significant program redesign or reorganization or similar)

**From the most recent Annual Reporting cycle, list any feedback, comments or concerns raised by the Commissioner and staff who reviewed your report. Add pages, as needed.** (e.g., modifications to outcomes assessment, insufficient data issues, loss of faculty/lines, incomplete or inadequate outcomes assessment data analysis, loss of other important program capacities or experiences, etc.)