**Academic Program Review: Self-Study**

***Instructions:*** *The following pages will guide your submission of your comprehensive self-study. Please type your responses directly into the document. The completed self-study instrument and all attachments must be submitted to the Academic Program Review Coordinator by September 1.*

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| **Program Under Review** |
| Degree(s): Sports Management |
| Certificate(s): |
| Contact Information for lead on Self-Study:  Name: Chuck Schnoor  Campus: SPC  Phone: 520-494-5303  Email: chuck.schnoor@centralaz.edu |
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| **Program Mission** |
| What is the mission of the program:  Although we do not have a documented one, I think one can be established that represents the degree as it aligns with College’s Mission. |
| Describe how the program mission aligns with the College’s Mission:  I would think that our mission would provide the access, environment and workforce development that promotes learning and satisfaction of students and contributes to the needs of Pinal county and surrounding regions. |
| What are the outcomes for the degree or certificate:  1. (Evaluation Level) Apply standards of managerial competencies to sport organizations.  2. (Evaluation Level) Compare and contrast internal and external factors that shape/govern sport in a culture.  3. (Analysis Level) Identify and examine the fundamental aspects of sport products, markets, consumer research, sponsorship, and promotion to sports marketing.  4. (Analysis Level) Breakdown and explain the key elements of budgeting, accounting, public/private joint financing, and revenue development to the finance of sport organizations.  5. (Synthesis Level) Generalize and discuss the legal aspects of sport, including state/federal legislation, liability, risk management, contracts, and collective bargaining.  6. (Analysis Level) Analyze and outline the economics of sport, including the fundamental concepts of supply and demand, economic forecasting, and economic impact assessment.  7. (Evaluation Level) Identify and interpret the key elements of ethical behavior in sport organizations, to include consideration of both professional and personal ethical systems in sport organization management.  8. (Application level) Examine and model theoretical concepts of sport management in a practical setting.  9. (Application Level) Describe and accurately apply the basic principles of the following to sport management:  a. Exercise Science/Physiology,  b. Sports Nutrition,  c. Weight Management,  d. Sports Psychology,  e. Basic Fitness/Wellness Issues, and  f. Basic Kinesiology. |
| Who is responsible for reviewing and updating the outcomes: Chuck Schnoor |

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| **Program Enrollment and Graduation Trends** |
| Summarize the program enrollment trends for the past 3 years:  No information is available, no documents on this as of yet. |
| What factors are influencing enrollment trends:  The industry of sports management is a growing industry. Many jobs are available from coaching, administration, game and event management, team management and agents-wide range of jobs available with degree. |
| How has the program typically recruited students:  Typically by the degree description in the college catalog. Academic advisors also inform students of the degree. Student research on the internet in the sports industry can lead to finding this degree also. |
| Discuss the program graduation rate trends for the past 3 years:  Do not have this information |

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| **Program Curriculum** |
| **Discuss the strengths and weaknesses of the current program curriculum for each degree/certificate. Compare the CAC program to three other similar programs (ideally a program in Arizona, but out of state if necessary).**  **The strengths are obviously it is a growing field of study and interest and is offered at many institutions at the four year level, including our in state schools. Students who complete this degree will be exposed to sport promotion, health and fitness center management, sporting goods management/sales, and the successful operation of numerous types of sport organizations. Ranging from various professional teams/leagues, to many national and international amateur sports organizations, federations, conferences, and associations. The program’s business core focuses on the basics of accounting, computer information systems, marketing, management, the legal environment of business, human relations and supervisory techniques. The progranm’s Sports/Fitness core focuses on the basics of history/philosophical foundations of sport/physical education, strength/athletic training, sports nutrition, lifetime fitness and wellness, sports safety training, and physical activity. A particular weakness if it can be called that, is the requirement of English 102. Especially in the degree of Sports Management. Our base of students here seem to have difficulty satisfying that part of the requirement for degree.** |
| Discuss how the program gets feedback on its program and curriculum from external **sources, such** as advisory boards or employers.  **Articulation Task Force meetings with Our in-state Universities, keeps us in tune with the curriculum changes at those schools that most always affect us. Staying current with those changes helps us anticipate how we can stay in line, so transfer of degree is accepted. Important for us to keep this pathway for our students.** |
| Discuss any external accreditations which the program has. Are there any available accreditations which the program does not have, but maybenefit from seeking?  At our level there are not any accreditations to adhere to. However it is in our best interest to have a working agreement with our in-state Universities. |
| Discuss how the program meets current or future needs for the job market in the county or state of Arizona:  Again this degree is in a growing industry and is also a growing degree in education. |
| If your degree is a transfer degree please answer the following question:  Identify specific baccalaureate programs for which this program is intended for transfer to: Sports Management. Interdisciplinary Studies (IDS) and Bachelor of General Studies (BGS). Students are eligible to take courses towards a Sports Management concentration and Sports and Society concentration, respectively, University of Arizona  Grand Canyon University – Bachelor of Science in Sports Management . |

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| **Program Resources** |
| Discuss the adequacy of the financial and budgetary resources available to the program over the past 3 years:  No budgetary resources have been added over the last three years. |
| Discuss the adequacy of the human resources available to the program over the past 3 years:  Instructors are available and provided for all classes in the degree each semester. |
| Discuss the adequacy of the technological resources available to the program over the past 3 years:  Some of the classes are also available on-line |
| Discuss the adequacy of the physical (building space, classrooms, labs, etc) resources available to the program over the past 3 years:  Physical resources are adequate but not always functional. Computer labs again are adequate, but old and not always functional. |
| Discuss the adequacy of the academic support resources available to the program and its students over the past 3 years:  I think this area could be improved upon. I am not sure there is enough knowledge of this program. |
| Discuss the adequacy of the student support resources available to the program and its students over the past 3 years:  Honestly, do not believe again that students are informed enough about the availability of this degree and program. Obviously, communication with advising and marketing would help at this initial time. |

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| **Program Effectiveness** |
| Describe how well degree program graduates achieve the college’s general education outcomes during the past 3 years:  We have not as yet an assessment process with this degree. However CSLO’s have been done in a couple of courses that are in that degree PED 103, Foundations of Exercise. |
| Describe how you measure the success of degree and certificate program graduates in achieving the program outcomes and how well students have achieved these outcomes during the past 3 years.  No data exist for this degree. |
| **If your degree is a transfer degree please answer the following questions:** |
| What percentage of the program enrollees transfer to a baccalaureate level institution? |
| Describe the level of success programs students achieve at transfer institutions. |
| Describe the success of students who do not transfer to baccalaureate level institution in obtaining a job in the field of study upon graduation:  Have not been able to track this. |
| **If you degree or certificate leads directly in to the work place please answer the following questions:** |
| Describe the success of students in obtaining a job in the field of study upon graduation:  No data. In order to track would have to know people on a personal level who stay in contact. |
| How many certificate completers continue their studies at CAC: |
| How many degree completers continue their studies another institution: |

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| **Program Continuous Quality Improvement** |
| Discuss how the program has used learning outcome assessment results to improve instruction over the past 3 years:  Learning outcomes as part of syllabus are evaluated through instruction and evaluations at the end of each semester. Percentage of students that do evaluations is low. e.i. 3 out of 25. |
| Discuss how the program has used operational planning goals to achieve quality improvement over the past 3 years:  None for this degree has been used. Operational planning focus has been on building courses in Recreation field as well as facility improvement. |
| Describe other ways the program has engaged in continuous quality improvement:  **The hiring of adjunct faculty with degrees/experience in this area.** |

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| **Program Alignment with Institutional Goals** |
| Describe how the program has directly or indirectly is helping the College achieve each of its current strategic goals. If you believe the goal is inapplicable to the program indicate so. |
| Strategic Goal 1: Ensure broad access to high-quality innovative educational programs, services and training opportunities for Pinal County residents:  This is an innovative area in sports that is growing in interest and application. |
| Strategic Goal 2: Improve student retention, persistence, completion and job placement:  Certainly this degree will help with job placement and also with the furthering of studies in this field and four year degrees. |
| Strategic Goal 3: Ensure a safe, sustainable environment that promotes learning, communication, diversity and satisfaction among students, faculty and staff:  Always a goal that we wish to achieve. Believe this degree is a fun environment of learning, and have made adequate progress. The advent of on-line offerings has change the environment of learning. Lack of face to face interactions. |
| Strategic Goal 4: Enhance our physical and technological infrastructure to support changes in the learning and work environment:  We have some inadequacies with technology, and our physical infrastructure could be enhanced to modernize the learning environment. Although again, on-line courses has eliminated the physical infrastructure. |
| Strategic Goal 5: Expand partnerships with Universities to provide advanced degrees to Pinal County residents:  Partnerships would naturally grow with this degree and with four year institutions, in and out of state. |
| Strategic Goal 6: Obtain approval from the state and regional accreditation body to offer baccalaureate degrees at CAC:  Do not know at this time, but would think this could happen. |
| Strategic Goal 7: Optimize fiscal resources that support the needs and expectations of students and the community:  No added fiscal resources needed at this time. |
| Strategic Goal 8: Contribute to the economic vitality, workforce development, and job training needs of Pinal County and surrounding region:  Really believe this degree represents a growing area of interest, and opportunity for employment and advanced education. |