PROGRAM INFORMATION PROFILE

This profile offers information about the performance of a program in the context of its basic purpose and key features.

Name of Institution

Institution: Northeastern University

Program Accreditor: COSMA

Institutional Accreditor: New England Association of Schools and Colleges, Inc. (NEASC)

Date of Next Comprehensive Program Accreditation Review: COSMA Self-Study 2021-2022 with site visit in Spring 2022

Date of Next Comprehensive Institutional Accreditation Review: NEASC site visit in Fall 2018, Self-study completed by Spring 2018.

To learn more about the accredited status of the program, click here: http://www.cps.neu.edu/discover/accreditations.php

Program Context and Mission

Program Mission: The Northeastern University Master of Sports Leadership program mission is to educate students for a life of fulfillment and accomplishment and to create and translate knowledge to meet global and societal Sports Leadership needs.

Program Goals:

1. Identify your leadership styles and strengths and take steps to improve your leadership capacity
2. Understand what it takes to build highly effective teams
3. Obtain approaches and techniques for effectively tackling ethical dilemmas
4. Explore the legal issues related to equipment use, facility management, and accommodation for special populations
5. Learn how to leverage sports for greater social and economic good
6. Examine the planning, scheduling, and financial issues associated with running a successful athletics program
7. Discover how to use sports to foster diversity, prevent violence, and improve the health of local and global communities

Brief Description of Student Population: The practice-oriented Sports Leadership master’s degree is structured to accommodate mid-career athletic administrators and coaches, as well as individuals seeking to prepare for careers in the sports industry. The Master of Sports Leadership program currently has an enrollment of 84 students.

Admissions Requirements:

1. Statement of purpose identifying your educational goals and expectations from the program.
2. Professional resume that displays job responsibilities, relevant experience, and education history.
3. Two letters of recommendation.
4. Official undergraduate degree documentation.
Indicators of Effectiveness with Graduates As Determined by the Program

1. **Graduation**
   - **Year:** 2015-16
   - **# of Graduates:** 64 (Cohort)
   - **Graduation Rate:** 67% (On-Time Graduates)

2. **Completion of Educational Goal** (No data collected)
   - **# of Students Surveyed:** No data collected
   - **# Completing Goal:** No data collected

3. **Average Time to Certificate or Degree**
   - 1-Year Certificate: NA
   - 2-Year Degree: X (Masters)
   - 4-Year Degree: NA

4. **Annual Transfer Activity**
   - **Year:** 2015-16
   - **# of Transfers:** No data collected
   - **Transfer Rate:** No data collected

5. **Graduates Entering Graduate School:** Not Applicable
   - **Year:** 2015-16
   - **# of Graduates:** NA
   - **# Entering Graduate School:** NA

6. **Job Placement**
   - **Year:** 2015-16
   - **# of Graduates:** NA
   - **# Employed:** No data collected

7. **Licensure/Certification Examination Results:** Not Applicable

8. **Additional Indicators, if any:** Not Applicable

*Form developed by the Council for Higher Education Accreditation. © updated 2015*
<table>
<thead>
<tr>
<th>Identify Each Student Learning Outcome and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Total Number of Students Observed</th>
<th>Total Number of Students Meeting Expectation</th>
<th>Assessment Results: Percentage of Students Meeting Expectation</th>
<th>Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SLO 1</strong> - Display mastery of sports leadership principles, practices and a solid knowledge of functions and essential skills required for organizational and business success.</td>
<td>Measure 1: Final Supervised Internship Paper/ Project Paper All Sports Leadership students will achieve an acceptable or proficient rating for the Leadership Principles Category according to the internship/project paper grading rubric.</td>
<td>66</td>
<td>66</td>
<td>100%</td>
<td>Meets expectation</td>
</tr>
<tr>
<td>Measure 2: Sports Leadership Web- Portfolio All Sports Leadership students will achieve an acceptable or proficient rating for the Leadership</td>
<td>66</td>
<td>66</td>
<td>100%</td>
<td>Meets expectation</td>
<td></td>
</tr>
<tr>
<td>Measure 3: Graduating Student Exit Survey 90% of graduating students will perceive a high level of satisfaction from their learning experience.</td>
<td>83</td>
<td>83</td>
<td>100%</td>
<td>Exceeds expectation</td>
<td></td>
</tr>
<tr>
<td>Measure 4: Internship Supervisor Evaluation 90% of internship supervisors will perceive a high level of satisfaction with MSL interns.</td>
<td>35</td>
<td>35</td>
<td>100%</td>
<td>Exceeds expectation</td>
<td></td>
</tr>
</tbody>
</table>
### SLO 2 - Effectively research and examine current issues in sport and society, while considering how personal leadership skills and assumptions can offer solutions for change.

**Measure 1:** Final Supervised Internship Paper/Project Paper  
All Sports Leadership students will achieve an acceptable or proficient rating for the Research & Current Issues Category according to the internship/project paper grading rubric.  
66 66 100% Meets expectation

**Measure 2:** Sports Leadership Web-Portfolio  
All Sports Leadership students will achieve an acceptable or proficient rating for the Research & Current Issues Category according to the web-portfolio grading rubric.  
66 66 100% Meets expectation

### SLO 3 - Understanding of the concepts, theories and tools of policy development and strategic management, relating to key factors such as socio-economics, gender, ethnicity, race, and disability in sport participation.

**Measure 1:** Final Supervised Internship Paper/Project Paper  
All Sports Leadership students will achieve an acceptable or proficient rating for the Socio-Economic & Diversity Category according to the internship/project paper grading rubric.  
66 66 100% Meets expectation

**Measure 2:** Sports Leadership Web-Portfolio  
All Sports Leadership students will achieve an acceptable or proficient rating for the Socio-Economic & Diversity Category according to the  
66 66 100% Meets expectation
| Measure 3: Graduating Student Exit Survey | 90% of graduating students will perceive a high level of satisfaction from their learning experience. | 83 | 83 | 100% | Exceeds expectation |

**SLO 4 - Successfully apply knowledge and skills learned throughout the program into internship/project experiences**

| Measure 1: Final Supervised Internship Paper/ Project Paper | All Sports Leadership students will achieve an acceptable or proficient rating for the Application & Integration of Knowledge & Skills Category according to the internship/project paper grading rubric. | 66 | 66 | 100% | Meets expectation |
| Measure 2: Sports Leadership Web- Portfolio | All Sports Leadership students will achieve an acceptable or proficient rating for the Application & Integration of Knowledge & Skills Category according to the web-portfolio grading rubric. | 66 | 66 | 100% | Meets expectation |

| Measure 4: Internship Supervisor Evaluation | 90% of internship supervisors will perceive a high level of satisfaction with MSL interns. | 35 | 35 | 100% | Exceeds expectation |
### SLO 5 - Effectively exhibit graduate-level quality in all written and oral communication requirements in the Sports Leadership curriculum

<table>
<thead>
<tr>
<th>Measure 1: Final Supervised Internship Paper/ Project Paper</th>
<th>All Sports Leadership students will achieve an acceptable or proficient rating for the Graduate-Level Communication Skills Category according to the internship/project paper grading rubric.</th>
<th>66</th>
<th>66</th>
<th>100%</th>
<th>Meets expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure 2: Sports Leadership Web- Portfolio</td>
<td>All Sports Leadership students will achieve an acceptable or proficient rating for the Graduate-Level Communication Skills Category according to the web-portfolio grading rubric.</td>
<td>66</td>
<td>66</td>
<td>100%</td>
<td>Meets expectation</td>
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<tr>
<td>Measure 3: Graduating Student Exit Survey</td>
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<td>100%</td>
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<td>90% of internship supervisors will perceive a high level of satisfaction with MSL interns.</td>
<td>35</td>
<td>35</td>
<td>100%</td>
<td>Exceeds expectation</td>
</tr>
</tbody>
</table>

### SLO 6 - Successfully utilize technology to showcase mastery of Sports Leadership principles and competencies and to market oneself to prospective employers.

| Measure 1: Final Supervised Internship Paper/ Project Paper | All Sports Leadership students will achieve an acceptable or proficient rating for the Teaching & Design Category | 66 | 66 | 100% | Meets expectation |
according to the internship/project paper grading rubric.

| Measure 2: Sports Leadership Web-Portfolio | All Sports Leadership students will achieve an acceptable or proficient rating for the Teaching & Design Category according to the web-portfolio grading rubric. | 66 | 66 | 100% | Meets expectation |

| Measure 3: Graduating Student Exit Survey | 90% of graduating students will perceive a high level of satisfaction from their learning experience. | 83 | 83 | 100% | Exceeds expectation |

| Measure 4: Internship Supervisor Evaluation | 90% of internship supervisors will perceive a high level of satisfaction with MSL interns. | 35 | 35 | 100% | Exceeds expectation |

**Explanation of course action for intended outcomes not realized:**

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.
## Program-Level Operational Effectiveness Outcomes Matrix
### Academic Year 2015 – 2016

<table>
<thead>
<tr>
<th>Identify Each Operational Effectiveness Goal and Measurement Tool(s)</th>
<th>Identify the Benchmark</th>
<th>Data Summary</th>
<th>Assessment Results:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OEG 1</strong> - Strengthen the MSL Program’s position in the sports management education marketplace</td>
<td>MSL program should show positive growth and presence in the sports management education marketplace</td>
<td>The annual SWOT Analysis has shown that the MSL Program has a strong presence in region and online.</td>
<td>Meets expectation</td>
</tr>
</tbody>
</table>

**Measure 1:** Annual SWOT Analysis of MSL program
- The annual SWOT Analysis has shown that the MSL Program has a strong presence in region and online.
- Meets expectation

**Measure 2:** Graduation and Retention Rates for MSL program
- Enrollments of at least 35 students per year and retention of 85%
- There were 51 graduates from the Master of Sports Leadership program in the Spring 2016 Commencement Ceremony. This is an increase over the average of 42 students who have graduated from the program over the previous three years. During this period, the MSL program has maintained an average retention rate of over 85%.
- Exceeds expectation

**Measure 3:** Job placement of MSL graduates
- 75% of MSL graduates will be employed in some segment of the sports industry
- 76.6% of MSL graduates (230/301) are currently employed in a segment of the sports industry.
- Exceeds expectation

**Measure 4:** COSMA Accreditation Status
- MSL Program will be on track for COSMA
- MSL Program achieved goal of COSMA
- Meets expectation
### Accreditation

<table>
<thead>
<tr>
<th>Measure 1: MSL Faculty Student Evaluations</th>
<th>MSL faculty score at least a 5.0 on 6.0 scale in Faculty Teaching Evaluations</th>
<th>Master of Sports Leadership Faculty rated an average of 5.20 on a 6.0 scale in Faculty Teaching Evaluations for all courses during the 2015-16 academic year</th>
<th>Exceeds expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure 2: Full-Time MSL Faculty Annual Reviews</td>
<td>Full-Time MSL Faculty will receive a positive Annual Assessment/review from the Associate Dean</td>
<td>Full-Time MSL Faculty received a positive annual review from Associate Dean</td>
<td>Meets expectation</td>
</tr>
<tr>
<td>Measure 3: Professional Development Seminar Attendance</td>
<td>Full-Time MSL Faculty should attend multiple professional development conferences, training sessions and meetings each year</td>
<td>Full-Time MSL Faculty attended NACDA Convention and two CPS professional development sessions in 2015-16</td>
<td>Meets expectation</td>
</tr>
</tbody>
</table>

### OEG 3 - Engage Alumni in shaping the future of the MSL Program

<table>
<thead>
<tr>
<th>Measure 1: MSL Alumni Information Updates</th>
<th>Compile information from 90% of MSL Program Alumni</th>
<th>Have compiled career and contact information for 284 of 301 (94%) MSL alumni</th>
<th>Meets expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure 2: Host MSL Alumni Reception</td>
<td>Work with Alumni Relations to create and host an MSL Alumni Event</td>
<td>We successfully coordinated alumni receptions at the 2015 Summer Institute and 2016 Winter Institute</td>
<td>Exceeds expectations</td>
</tr>
<tr>
<td>Measure 3: Host First-ever MSL Advisory Board Meeting</td>
<td>Identify and invite candidates to join Inaugural MSL Advisory Board</td>
<td>MSL Advisory Board has been formed but meeting was not held due to focus being put on COSMA accreditation efforts.</td>
<td>Does not meet expectation</td>
</tr>
</tbody>
</table>
**Measure 4:**
Administer MSL Alumni Survey

Create and administer MSL Alumni Survey to gather further information from alumni

Alumni survey was not yet administered. We are looking to send out MSL Alumni Survey during 2016-17 academic year.

Does not meet expectation

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**Explanation of course action for intended outcomes not realized:**
Operational Effectiveness Goal 3 is to Engage Alumni in shaping the future of the MSL Program.

- The expectation for hosting an Inaugural MSL Advisory Board Meeting has not yet been met. To help engage alumni in shaping the future of the MSL program, an MSL Advisory Board has been formed and an inaugural meeting will occur in 2016.
- The expectation for administering an MSL Alumni Survey has not yet been realized, but a survey will be created and administered in 2016 to help engage alumni in shaping the future of the MSL program.

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.