

## PROGRAM INFORMATION PROFILE

*Information about the performance of the 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.

### Admissions Requirements:

1. Statement of purpose identifying educational goals & expectations from the program.
2. Professional resume that displays job responsibilities, relevant experience, & education history.
3. Two letters of recommendation.
4. Official undergraduate degree documentation

## Program-Level Student Learning Outcomes Matrix – Academic Year 2016 – 2017

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>SLO 1 - Display mastery of sports leadership principles, practices and a solid knowledge of functions and essential skills required for organization and business success.</b>					
<b>Measure 1:</b> (Direct) 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.	52	52	100%	Meets expectations
<b>Measure 2:</b> (Direct) Sports Leadership Web-Portfolio	All Sports Leadership students will achieve an acceptable or proficient rating for the Leadership Principles Category according to the web-portfolio grading rubric.	52	52	100%	Meets expectations
<b>Measure 3:</b> (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience.	50	50	100%	Meets expectations
<b>Measure 4:</b> (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns.	29	29	100%	Meets expectations
<b>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.</b>					
<b>Measure 1</b> (Direct) Final	All Sports Leadership students will achieve an acceptable or proficient rating for	52	52	100%	Meets expectations

Supervised Internship Paper/ Project Paper	the Research & Current Issues Category according to the internship/project paper grading rubric. <b>Measure 2: All</b>				
<b>Measure 2</b> (Direct) 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.	52	52	100%	Meets expectations
<b>SLO 3 -</b> Effectively exhibit graduate-level quality in all written and oral communication requirements in the Sports Leadership curriculum					
<b>Measure 1</b> (Direct) Final Supervised Internship Paper/ Project Paper	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.	29	29	100%	Meets expectations
<b>Measure 2</b> (Direct) Sports Leadership Web- Portfolio	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.	52	52	100%	Meets expectations
<b>Measure 3</b> (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience	50	50	100%	Meets expectations
<b>Measure 4</b> (Indirect) Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns.	29	29	100%	Meets expectations
<b>SLO 4 -</b> Successfully apply knowledge and skills learned throughout the program into internship/project experiences.					

<b>Measure 1</b> (Direct) 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. <b>Measure 2: All</b>	29	29	100%	Meets expectations
<b>Measure 2</b> (Direct) 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.	52	52	100%	Meets expectations
<b>Measure 3</b> (Indirect)  Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience.	50	50	100%	Meets expectations
<b>Measure 4</b> (Indirect)  Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns.	29	29	100%	Meets expectations
<b>SLO 5 - Develop 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.</b>					
<b>Measure 1</b> (Direct) 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.	29	29	100%	Meets expectations
<b>Measure 2</b> (Direct) Sports Leadership Web- Portfolio	All Sports Leadership students will achieve an acceptable or proficient rating for the Socio Economic & Diversity Category according to the web-portfolio grading rubric.	52	52	100%	Meets expectations

<b>Measure 3</b> (Indirect) Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience.	50	50	100%	Meets expectations
<b>SLO 6 - Successfully utilize technology to showcase mastery of Sports Leadership principles and competencies and to market oneself to prospective employers.</b>					
<b>Measure 1</b> (Direct)  Final Supervised Internship Paper/ Project Paper	All Sports Leadership students will achieve an acceptable or proficient rating for the Teaching & Design Category according to the internship/project paper grading rubric.	29	29	100%	Meets expectations
<b>Measure 2</b> (Direct)  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.	52	52	100%	Meets expectations
<b>Measure 3</b> (Indirect)  Graduating Student Exit Survey	90% of graduating students will perceive a high level of satisfaction from their learning experience.	50	50	100%	Meets expectations
<b>Measure 4</b> (Indirect)  Internship Supervisor Evaluation	90% of internship supervisors will perceive a high level of satisfaction with MSL interns.	29	29	100%	Meets expectations
<b>**Explanation of course action for intended outcomes not realized:</b>					

*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 Goals Matrix

## Academic Year 2016 – 2017

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>OEG 1 - Strengthen the MSL Program's position in the sports management education marketplace</b>			
<b>Measure 1:</b> Annual SWOT Analysis of MSL program	MSL program should show positive growth and presence in the sports management education marketplace	The annual SWOT Analysis has shown that the MSL Program has a strong presence in region and online.	Meets expectation
<b>Measure 2:</b> Graduation and Retention Rates for MSL program	Enrollments of at least 35 students per year and retention of 85%	There were 50 graduates from the Master of Sports Leadership program in the Spring 2017 Commencement Ceremony.	Exceeds expectation
<b>Measure 3:</b> Job placement of MSL graduates	75% of MSL graduates will be employed in some segment of the sports industry	76.8% of MSL graduates (296/385) are currently employed in a segment of the sports industry.	Exceeds expectation
<b>Measure 4:</b> COSMA Accreditation Status	MSL Program will be on track for COSMA Accreditation decision in 2015	MSL Program achieved goal of COSMA Accreditation in September 2015	Meets expectation
<b>OEG 2 - Ensure that MSL Faculty are delivering excellence in sports management education</b>			
<b>Measure 1:</b> MSL Faculty Student Evaluations	MSL faculty score at least a 5.0 on 6.0 scale in Faculty Teaching Evaluations	Master of Sports Leadership Faculty rated an average of 5.10 on a 6.0 scale in Faculty Teaching Evaluations for all courses during the 2016-17 academic year	Exceeds expectation
<b>Measure 2:</b> Full-Time MSL Faculty Annual Reviews	Full-Time MSL Faculty will receive a positive Annual Assessment/review from the Associate Dean	Full-Time MSL Faculty received a positive annual review from Associate Dean	Meets expectation
<b>Measure 3:</b> Professional Development Seminar Attendance	Full-Time MSL Faculty should attend multiple professional development conferences, training sessions and meetings each	Full-Time MSL Faculty attended NACDA Convention, COSMA Conference, and two CPS professional development sessions in 2016-17	Meets expectation

	year		
<b>OEG 3 - Engage Alumni in shaping the future of the MSL Program</b>			
<b>Measure 1:</b> MSL Alumni Information Updates	Compile information from 90% of MSL Program Alumni	Have compiled career and contact information for 385 of 412 (93%) MSL alumni	Meets expectation
<b>Measure 2:</b> Host MSL Alumni Reception	Work with Alumni Relations to create and host an MSL Alumni Event	We successfully coordinated alumni receptions at the 2016 Summer Institute and 2017 Winter Institute	Exceeds expectations
<b>Measure 3:</b> Host First-ever MSL Advisory Board Meeting	Identify and invite candidates to join Inaugural MSL Advisory Board	MSL Advisory Board has been formed, but meeting was not held.	Does not meet expectation
<b>Measure 4:</b> 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 2017-18 academic year.	Does not meet expectation
<p><b>**Explanation of course action for intended outcomes not realized:</b></p> <p>Operational Effectiveness Goal 3 is to Engage Alumni in shaping the future of the MSL Program.</p> <ul style="list-style-type: none"> <li>• 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 the goal is to host an inaugural meeting in 2017-18.</li> <li>• The expectation for administering an MSL Alumni Survey has not yet been realized and we plan to administer the survey in 2017-18.</li> </ul>			

*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.*

## Changes made in the sport leadership majors, concentrations, or emphases.

Starting with Fall 2016, two concentrations were added to the program: Professional Sports Administration, and Collegiate Sports Administration. Students choose one the concentrations, as shown in the charts below, as part of their overall degree program.

### *Concentrations (18 q.h.)*

*Students must complete all the courses from one of the following concentrations:*

#### **Professional Sports Administration**

LDR 6323	Event Management	3 q.h.
LDR 6400	Sports Management	3 q.h.
LDR 6435	Fiscal Practices in Sport	3 q.h.
LDR 6440	Sports Marketing and Promotions	3 q.h.
LDR 6445	Corporate Sponsorships	3 q.h.
LDR 6460	Risk Management in Athletics	3 q.h.

#### **Collegiate Athletics Administration**

LDR 6400	Sports Management	3 q.h.
LDR 6427	Gender and Diversity in Sport	3 q.h.
LDR 6442	Athletic Fundraising	3 q.h.
LDR 6455	NCAA Compliance	3 q.h.
LDR 6465	Title IX	3 q.h.
LDR 6615	Academic Advising for Student Athletes	3 q.h.

Starting with Fall 2016, certificate programs were also added in both concentrations enabling students to earn a certificate in [Collegiate Athletics Administration](#) or [Professional Sports Administration](#). The Graduate Certificate in Collegiate Athletics Administration provides students with an in-depth understanding of the largest amateur segment of the sports industry; while the Graduate Certificate in Professional Sports Administration gives students an in-depth understanding of the professional segment of the sports industry.

Upon completion of either certificate program, all credits earned can be applied directly into the Master of Sports Leadership program.