

**Assurance of Student Learning  
2019-2020**

<i>Potter</i>	<i>Communication</i>
<i>Strategic Sport Communications (1744)</i>	
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**Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.**

**Student Learning Outcome 1:** *Students should demonstrate an understanding of the content, organization, format and design of strategic communications messages and documents.*

<b>Instrument 1</b>	Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint
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<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.</b>	<b>Met</b>	<b>Not Met</b>
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**Student Learning Outcome 2:** *Students should demonstrate an increase in strategic writing confidence and competency.*

<b>Instrument 1</b>	Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint
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<b>Instrument 2</b>	
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<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.</b>	<b>Met</b>	<b>Not Met</b>
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**Student Learning Outcome 3:** *Students should demonstrate and understanding of the impact of branding and sport sponsorships.*

<b>Instrument 1</b>	Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint
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<b>Instrument 2</b>	
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<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.</b>	<b>Met</b>	<b>Not Met</b>
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**Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**

This skills-based, 12-hour (4 courses), 100% online graduate certificate brings students inside the commercial world of strategic sport communications while challenging them to confront the extraordinary changes and challenges occurring in sport public relations, media management, multimedia content distribution, brand promotion, and sport sponsorships. The Graduate Certificate in Strategic Sport Communications (SSC) is designed for those interested in, or already working in communications careers in the exciting and multi-faceted sports industry.

Approved and available to students in fall, 2019, this initial assessment of the SSC certificate focused on three of the seven published and approved SLOs. It should be noted that all SLOs for this certificate are under review by the SSC program coordinator, and the Department of Communication graduate curriculum committee. It is anticipated the seven published SLOs will be combined where possible and reduced to three for future assessments.

Based upon rubric analysis and evaluation of a specific direct measure (Branding Blueprint), the current assessment indicates that all three considered SLOs were achieved in each category.

For follow-up,

- During the fall, 2020 semester, SSC faculty will meet to consider changes and recommend improvements to the SLOs for subsequent assessments.
- During the fall, 2020 semester, SSC faculty will meet to consider adding indirect assessment measures, such as alumni/employer surveys, to program assessment.
- During the fall, 2020 semester the program culminating/capstone experience course will be reviewed for industry and ethical standards.

## Student Learning Outcome 1

<b>Student Learning Outcome</b>	<i>Students should demonstrate an understanding of the content, organization, format and design of strategic communications messages and documents.</i>		
<b>Measurement Instrument 1</b>	<p>DIRECT: Analysis of Culminating/Capstone Experience Project</p> <p>Students in the culminating/capstone graduate experience course (AD536, Sport Branding) were assigned a integrated strategic sport communications project – known as the Branding Blueprint. The Brand Bluepring asks students to consider the key elements of a successful sport branding plan including Discovery, SWOT analysis, Challenges, Brand Strategies, Communications Framework, Costs of Implementation, and Summary. Students present their final plan for a grade in the course.</p> <p>For SLO 1, the collective mean (M) for demonstrating evidence of content, organization, format and design of strategic communications messages and documents was 4.0 (N=6)</p>		
<b>Criteria for Student Success</b>	Students should receive a 3 (Satisfactory) or higher on this SLO.		
<b>Program Success Target for this Measurement</b>	70% of students	<b>Percent of Program Achieving Target</b>	100% of students earned a 3.0 or higher
<b>Methods</b>	DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (N = 6). Full-time SSC faculty evaluated the project submissions. The rubric used for scoring was developed by the SSC faculty and is included as ANNEX 1.		
<b>Actions</b>	Overall program outcomes were examined in relation to each of the learning outcomes based on artifacts submitted at the close of the fall, 2019 semester. A new rubric was developed for project review based on the needs of SSC criteria to ensure that graduating students are capable of finding strategic communications or related employment. The criteria for review included students’ demonstration of the application of SSC skills. Faculty will re-examine the class content in fall, 2020.		
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)	AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. New/revised SLOs will better track industry’s standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2020 semester the SSC faculty will meet to review the assessment outcomes and propose necessary changes. The culminating/capstone projects developed in fall, 2020 will serve as a continued artifact of the program’s assessment.		
<b>Next Assessment Cycle Plan</b>			

- During the fall, 2020 semester, SSC faculty will meet to consider changes in the AD536 class for fall, 2021.
- In fall, 2020, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment.
- AD536 will be assessed again in Spring 2021.

### Student Learning Outcome 2

<b>Student Learning Outcome</b>	<i>Students should demonstrate strategic writing confidence and competency.</i>		
<b>Measurement Instrument 1</b>	<p>DIRECT: Analysis of Culminating/Capstone Experience Project</p> <p>Students in the culminating/capstone graduate experience course (AD536, Sport Branding) were assigned a integrated strategic sport communications project – known as the Branding Blueprint. The Brand Bluepring asks students to consider the key elements of a successful sport branding plan including Discovery, SWOT analysis, Challenges, Brand Strategies, Communications Framework, Costs of Implementation, and Summary. Students present their final plan for a grade in the course.</p> <p>For SLO 2, the collective mean (M) for demonstrating strategic writing confidence and competency was 3.83 (N=6)</p>		
<b>Criteria for Student Success</b>	Students should receive a 3 (Satisfactory) or higher on this SLO.		
<b>Program Success Target for this Measurement</b>	70% of students	<b>Percent of Program Achieving Target</b>	100% of students earned a 3.0 or higher
<b>Methods</b>	DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (N = 6). Full-time SSC faculty evaluated the project submissions. The rubric used for scoring was developed by the SSC faculty and is included as Appendix 1.		
<b>Actions</b>			
Overall program outcomes were examined in relation to each of the learning outcomes based on artifacts submitted at the close of the fall, 2019 semester. A new rubric was developed for project review based on the needs of SSC criteria to ensure that graduating students are capable of finding strategic communications or related employment. The criteria for review included students’ demonstration of the application of SSC skills. Faculty will re-examine the class content in fall, 2020.			
<b>Follow-Up</b>			
AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. New/revised SLOs will better track industry’s standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2020 semester the SSC faculty will meet to review the assessment outcomes and propose necessary changes. The culminating/capstone projects developed in fall, 2020 will serve as a continued artifact of the program’s assessment.			
<b>Next Assessment Cycle Plan</b>			
<ul style="list-style-type: none"> <li>• During the fall, 2020 semester, SSC faculty will meet to consider changes in the AD536 class for fall, 2021.</li> </ul>			

- In fall, 2020, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment.
- AD536 will be assessed again in Spring 2021.

### Student Learning Outcome 3

<b>Student Learning Outcome</b>				<i>Students should demonstrate and understanding of the impact of branding and sport sponsorships.</i>
<b>Measurement Instrument 1</b>				<p>DIRECT: Analysis of Culminating/Capstone Experience Project</p> <p>Students in the culminating/capstone graduate experience course (AD536, Sport Branding) were assigned a integrated strategic sport communications project – known as the Branding Blueprint. The Brand Bluepring asks students to consider the key elements of a successful sport branding plan including Discovery, SWOT analysis, Challenges, Brand Strategies, Communications Framework, Costs of Implementation, and Summary. Students present their final plan for a grade in the course.</p> <p>For SLO 3, the collective mean (M) for demonstrating strategic writing confidence and competency was 3.5 (N=6)</p>
<b>Criteria for Student Success</b>				Students should receive a 3 (Satisfactory) or higher on this SLO.
<b>Program Success Target for this Measurement</b>		70% of students	<b>Percent of Program Achieving Target</b>	100% of students earned a 3.0 or higher
<b>Methods</b>				DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (N = 6). Full-time SSC faculty evaluated the project submissions. The rubric used for scoring was developed by the SSC faculty and is included as Appendix 1.
<b>Actions</b> (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)				
Overall program outcomes were examined in relation to each of the learning outcomes based on artifacts submitted at the close of the fall, 2019 semester. A new rubric was developed for project review based on the needs of SSC criteria to ensure that graduating students are capable of finding strategic communications or related employment. The criteria for review included students’ demonstration of the application of SSC skills. Faculty will re-examine the class content in fall, 2020.				
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)				
AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. New/revised SLOs will better track industry’s standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2020 semester the SSC faculty will meet to review the assessment outcomes and propose necessary changes. The culminating/capstone projects developed in fall, 2020 will serve as a continued artifact of the program’s assessment.				
<b>Next Assessment Cycle Plan</b> (Please describe your assessment plan timetable for this outcome)				
<ul style="list-style-type: none"> <li>• During the fall, 2020 semester, SSC faculty will meet to consider changes in the AD536 class for fall, 2021.</li> <li>• In fall, 2020, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment.</li> <li>• AD536 will be assessed again in Spring 2021.</li> </ul>				