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| **Assurance of Student Learning**  **2020-21** | |
| *Potter* | *Communication* |
| *Strategic Sport Communications (1744)* | |
| *Kenneth Payne – ken.payne@wku.edu* | |

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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.* | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Student Learning Outcome 2:**   *Students should demonstrate strategic writing confidence and competency.* | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint | | |
| **Instrument 2** |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | **Met** | **Not Met** |
| **Student Learning Outcome 3:**   *Students should demonstrate an understanding of the impact of branding and sport sponsorships.* | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Branding Blueprint | | |
| **Instrument 2** |  | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | **Met** | **Not Met** |
| **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.  This second assessment of the SSC certificate again focused on three of the seven published and approved SLOs. It should be noted that all SLOs for this certificate remain 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 suggests all three considered SLOs were achieved in each category.  For follow-up,   * During the fall, 2021 semester, SSC faculty will meet to consider changes and recommend improvements to the SLOs for subsequent assessments. * During the fall, 2021 semester, SSC faculty will meet to consider adding indirect assessment measures, such as alumni/employer surveys, to program assessment. * During the fall, 2021 semester, the program culminating/capstone experience course will be reviewed for industry and ethical standards. | | | |

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| **Student Learning Outcome 1** | | | | |
| **Student Learning Outcome** | *Students should demonstrate an understanding of the content, organization, format, and design of strategic communications messages and documents.* | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Culminating/Capstone Experience Project  Students in the culminating/capstone graduate experience course (AD 536, Sport Branding) were assigned a integrated strategic sport communications project – known as the Branding Blueprint. The Brand Blueprint 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.  For SLO 1, the collective mean (M) for demonstrating evidence of content, organization, format, and design of strategic communications messages and documents was 4.25 (N=4) | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher |
| **Methods** | DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (*N* = 4). Due to limited submissions and SSC faculty availability, one full-time SSC faculty scored all the project submissions. Future evaluations will include graduate faculty members outside the core SSC faculty. The rubric used for scoring was developed by the SSC faculty and is included as Appendix 1. | | | |
| **Actions** | | | | |
| Overall program outcomes were examined in relation to each of the three measured learning outcomes based on artifacts submitted at the close of the fall, 2020 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, 2021. | | | | |
| **Follow-Up** | | | | |
| AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. Combined with the current assessment, new/revised SLOs will better track industry standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2021 semester the SSC faculty will meet to review the assessment outcomes and propose necessary changes. The culminating/capstone project developed in fall, 2020 will serve as a continued artifact of the program’s assessment. | | | | |
| **Next Assessment Cycle Plan** | | | | |
| * During the fall, 2021 semester, SSC faculty will meet to consider changes in the AD 536 class for fall, 2021. * In fall, 2021, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment. * AD 536 will be assessed again in spring, 2022. | | | | |

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| **Student Learning Outcome 2** | | | | |
| **Student Learning Outcome** | *Students should demonstrate writing confidence and competency.* | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Culminating/Capstone Experience Project  Students in the culminating/capstone graduate experience course (AD 536, Sport Branding) were assigned a integrated strategic sport communications project – known as the Branding Blueprint. The Brand Blueprint 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.  For SLO 2, the collective mean (M) for demonstrating strategic writing confidence and competency was 3.75 (N=4) | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher |
| **Methods** | DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (*N* = 4). Due to limited submissions and SSC faculty availability, one full-time SSC faculty scored all the project submissions. Future evaluations will include graduate faculty members outside the core SSC faculty.The rubric used for scoring was developed by the SSC faculty and is included as Appendix 1. | | | |
| **Actions** | | | | |
| Overall program outcomes were examined in relation to each of the three measured learning outcomes based on artifacts submitted at the close of the fall, 2020 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, 2021. | | | | |
| **Follow-Up** | | | | |
| AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. Combined with the current assessment, new/revised SLOs will better track industry standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2021 semester the SSC faculty will meet to review the assessment outcomes and propose necessary changes. The culminating/capstone project developed in fall, 2020 will serve as a continued artifact of the program’s assessment. | | | | |
| **Next Assessment Cycle Plan** | | | | |
| * During the fall, 2021 semester, SSC faculty will meet to consider changes in the AD 536 class for fall, 2021. * In fall, 2021, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment. * AD 536 will be assessed again in spring, 2022. | | | | |

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| **Student Learning Outcome 3** | | | | |
| **Student Learning Outcome** | *Students should demonstrate and understanding of the impact of branding and sport sponsorships.* | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Culminating/Capstone Experience Project  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 Blueprint 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.  For SLO 3, the collective mean (M) for demonstrating strategic writing confidence and competency was 4.25 (N=4) | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher |
| **Methods** | DIRECT: Branding Blueprint artifacts from the target course were collected from all registered students in the course (*N* = 4). Due to limited submissions and SSC faculty availability, one full-time SSC faculty scored all the project submissions. Future evaluations will include graduate faculty members outside the core SSC faculty.The rubric used for scoring was developed by the SSC faculty and is included as Appendix 1. | | | |
| **Actions** | | | | |
| Overall program outcomes were examined in relation to each of the three measured learning outcomes based on artifacts submitted at the close of the fall, 2020 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, 2021. | | | | |
| **Follow-Up** | | | | |
| AY 2019-20 was our first year to assess the Strategic Sport Communications certificate. Combined with the current assessment, new/revised SLOs will better track industry standards and credential guidelines by putting a stronger emphasis on applied ethical practice. During the fall, 2021 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. | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | |
| * During the fall, 2021 semester, SSC faculty will meet to consider changes in the AD 536 class for fall, 2021. * In fall, 2021, the SSC faculty will meet to consider adding further assessment measures, such as alumni/employer surveys as an indirect measure to program assessment. * AD 536 will be assessed again in spring, 2022. | | | | |

Appendix 1

**ASSESSMENT RUBRIC FOR SSC CAPSTONE PROJECT**

**AY 2020-2021**

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| **Criteria** | **(5) Excellent achievement** | **(4) Good achievement** | **(3) Satisfactory achievement** | **(2) Poor achievement** | **(1) Unsatisfactory achievement** |
| **Demonstrates an understanding of the content, organization, format and design of strategic communications messages and documents** | Ideas are clearly developed in a logical way; Clear background, planning, and recommendations; Relevant and concisely written; Well-organized | Ideas are mostly developed in a logical way; Acceptable background, planning, and recommendations; Some irrelevant or redundant information; Acceptable organization | Ideas are somewhat developed; Weak background, planning, and recommendations; Moderate problems with organization | Ideas lack consistent development; Insufficient background, planning, and recommendations; Recurring problems with organization | Ideas are undeveloped; No background, planning, and/or recommendations; No organization |
| **Demonstrates strategic writing confidence and competency** | Well-constructed sentences; No grammar or typing/spelling errors; Outstanding design/layout/ neatness; Cover page, references & page numbers, if applicable to project | Mostly well-constructed sentences; Relatively free of grammar and spelling/typing errors; Good design/layout/  neatness; Cover page, most references included & page numbers, if applicable to project | Some grammar and spelling/typing errors; Some poorly constructed sentences; Basic design/layout/  neatness; Basic cover page, references or page numbers, if applicable to project | Multiple grammar and spelling/typing errors; Multiple poorly constructed sentences; Poor design/layout/  neatness; Poor use of a cover page, references or page numbers, if applicable to project | Numerous grammar and spelling/typing errors; Numerous poorly constructed sentences; No evidence of design/layout/neatness; No cover page and no references or page numbers, if applicable to project |
| **Demonstrates an understanding of the impact of branding and sport sponsorships** | Content beyond what was required; Specific information and examples used to support points | Did all that was required; Accurately presented facts and concepts | Did most of what was required; Accurately presented most facts and concepts | Basic fulfillment of requirements; Limited understanding of facts or concepts | Did not fulfill requirements; Misunderstanding of facts or concepts; inconsistent or inaccurate |