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Developing Assessment Strategies for a New Undergraduate Program and an Established Doctoral Program

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Project Overview

- We utilized this grant to invite external Sport Administration/Management faculty with experience in assessment, administration, and developing undergraduate and graduate programs to campus.
- We initially sought the counsel of Dr. Chad McEvoy, now the Associate Vice President of Faculty Affairs at Northern Illinois University and another external sport administration professor.
- Due to scheduling conflicts as well as the COVID-19 pandemic, only Dr. McEvoy was able to join us.
- Dr. McEvoy assisted in developing student and program assessment tools—specifically course content/delivery and recruitment/retention.
- Consequently, we used Dr. McEvoy’s visit to help modify the undergraduate plan of study by adding courses and adjusting the structure of the program.
- In terms of the doctoral program, we used Dr. McEvoy’s visit to review the doctoral qualifying exam and improving the feedback provided to doctoral students.
- The exam assesses the development of a doctoral student after their first year of study and allows us to better determine the capabilities and motivations of our doctoral students.
- We also used the visit to help form yearly assessment interviews with our doctoral students. These interviews are meant to provide feedback to the doctoral student on their strengths and areas they need to improve upon over the course of the next year and their remaining time in the doctoral program.

Undergraduate Program

- Dr. McEvoy helped us generate several ideas to help grow the newly formed undergraduate program:
 - He stressed the importance of creating a “Front Porch” class.
 - An entry level course such as the history of sport could attract a variety of first-year students who are still searching for a major.
 - As a result we took the following actions:
 - Creation and approval of a new class entitled History of Sport in America (SES 160; 3 credits).
 - Creation of SES 390 (Pre-Internship Seminar) that has been approved and will be taught for the first time in the Spring 2021 semester.
 - Helping students improve their resumes, interviewing skills, and knowledge of the industry, as well as connecting students with practitioners in order to help them secure an internship.
 - Providing a great opportunity to assess undergraduates’ strengths and weaknesses along with providing meaningful feedback.

Doctoral Program

- Dr. McEvoy’s suggestions:
 - Retain the doctoral qualifying examination.
 - Within the interviews with doctoral students include their experiences outside of the classroom/coursework.
 - Remind the students of the prestigious history of the program and the importance of “growing the brand”.
 - Hosting an “open house” for the doctoral program.
 - In-person/digital open house to showcase the program.
 - Include other sport administration/management programs in the state of Colorado to build ties with other undergraduate and graduate programs.

Conclusion

- Dr. McEvoy provided an overall assessment of the undergraduate, masters, and doctoral programs.
- It was strongly suggested that the aforementioned open house be expanded to invite all sport administration/management programs to campus to facilitate a collaborative environment.
- It would also provide us with the opportunity to attract graduate students and would help establish the program as a leader in the state of Colorado.
- Overall, the program was viewed as having a solid foundation with an opportunity for continued growth.
- Several specific and general ideas have already been implemented and we look forward to potentially bringing another consultant to campus in the spring.
- While the COVID-19 pandemic limited the planned scope of the mini-grant, we believe the opportunity will support our program and UNC in the near future.



(Dr. McEvoy)