

MS-KIN Assessment Plan — Sport Management (Online Program)
Point Loma Nazarene University | Master of Science in Kinesiology

Category	Assessment Item / Metric	Student Outcome / Goal	Benchmark	Method / Tool Utilized	Frequency	Data	Data Analysis	Program Strengths	Program Weaknesses
SECTION I — PROGRAM ASSESSMENT									
Program Outcomes									
	Retention Rate	Graduate competent, career-ready professionals	< 10% attrition rate	Program Director Review	Annually				
	Graduation Rate	Complete all degree requirements	≥ 90% of students graduate within 15 months of matriculation	Program Director / Registrar Review	Annually (end of semester)				
	Professional Org. Membership Rate	Demonstrate competence through professional credentialing	≥ 75% of students achieve membership in a relevant professional organization (NASSM, NACDA, or equivalent) during the program	Program records / Membership verification	Annually				
	Graduate Job / Graduate School Placement	Demonstrate professional readiness upon graduation	≥ 80% of graduates employed or in graduate school within 6 months of credentialing	Post-Graduation Exit Survey	Annually				
Instruction									
	University Faculty Evaluation	Deliver competency-driven, evidence-based didactic instruction	100% of faculty score Level 3 or above on annual evaluation	Self & Academic Unit Leader (SALL) Evaluation Form	1st & 3rd years of each rank/tenure cycle				
	Student Evaluation of Course	Maintain high-quality course content and delivery	> 80% of course evaluations in 'Average' or above category	IDEA Instrument	End of each course				
	Student Evaluation of Instructor	Maintain high-quality instructional effectiveness	> 80% of instructor evaluations in 'Average' or above category	IDEA Instrument	End of each course				
	Overall Student Satisfaction — Didactic Phase	Ensure satisfaction with overall instruction quality	> 3.0 out of 5.0 average on student exit evaluation	Student Exit Evaluation	Annually				
Field / Clinical Experience									
	Site Supervisor Evaluation of Student	Demonstrate entry-level competency in concentration-specific practice	≥ 90% of students meet or exceed all minimum performance criteria by completion of field/clinical experience	Site Supervisor Evaluation	End of each field/clinical rotation — KIN 6098				
	Student Evaluation of Site / Supervisor	Ensure quality field placement instruction and mentorship	> 3.0 out of 5.0 on student evaluation of site supervisor	Student Evaluation of Site Supervisor	End of each field/clinical experience				
	Program Coordinator Evaluation of Site	Ensure field sites meet program quality standards	All active field sites meet program-established quality criteria	Field Experience Coordinator Evaluation	Annually				
Admission Criteria									
	Performance on Prerequisite Courses	Demonstrate completion of all required prerequisite coursework	100% of incoming students complete all required prerequisites prior to matriculation	Admissions Committee Rubric / Review	Beginning of each admissions period				
	Entrance GPA	Demonstrate minimum academic readiness for graduate study	100% of incoming students meet the minimum 3.0 undergraduate GPA requirement	Admissions Committee Rubric / Review	Beginning of each admissions period				
Faculty & Program Goals									
	Faculty Professional Behaviors	Model professional behaviors through service to institution and profession	100% of core faculty serve on a university, school, or department committee within 2 years of employment	Program Director / Faculty Review	Annually				
	Faculty Scholarly Activity	Advance teaching, research, and practice through rigorous inquiry	100% of core faculty participate in scholarly activities congruent with rank/tenure requirements	Program Director / Faculty Review	Annually				
	Student Commitment to the Profession	Demonstrate commitment to their professional discipline	75% of students achieve professional certification or membership during the program	Program Director / Faculty Review	Annually				
Program Outcomes									
	Capstone / Comprehensive Exam Completion	Demonstrate synthesis of program learning through a culminating academic experience	100% of students complete Capstone Project (KIN 6098) or Comprehensive Exam (KIN 6095) prior to graduation	Program Director / Faculty Review	Annually				
SECTION III — PROGRAM LEARNING OUTCOME (PLO) ASSESSMENT									
PLO #	PLO Description	Signature Assignment	Course(s)	Benchmark	Frequency	Data	Analysis	Strengths	Weaknesses
Core PLOs — All Concentrations									
Core PLO 1	Appraise current research data in Kinesiology and integrate it into professional practice to solve relevant problems and make effective decisions.	Critical Appraisal Topic (CAT) Paper	KIN 6010	≥ 80% of students score 80% or better on CAT rubric	Annually				
Core PLO 2	Work independently and with a team to persuasively communicate essential information in their discipline.	Oral Presentations (Research Symposium or KIN 6005 Seminar)	KIN 6005; KIN 6050; KIN 6098 / KIN 6099	≥ 80% of students score 3 (Proficient) or higher on all five components of the AACSB Oral	Annually				
Core PLO 3	Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.	Research Proposal Presentation	KIN 6005; KIN 6050	≥ 80% of students score 'Adequate' or above on all components of the Research Proposal	Annually				
Core PLO 4	Serve various populations, integrating compassionate care and the Christian faith with their professional practice.	Alumni / Post-Graduation Exit Survey	All concentration courses; KIN 6098	≥ 70% of alumni report the MS-KIN 'enhanced' or 'greatly enhanced' their ability to serve	Annually				
Core PLO 5	Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.	Professional Org. Membership (NASSM, NACDA, or equivalent)	Program records; certification body reports	≥ 80% first-time certification pass rate; ≥ 75% of students achieve professional certification	Annually				
Concentration-Specific PLOs									
Conc. PLO A	Demonstrate essential knowledge of basic management and organization principles in the business of sport.	Final Exam / Comprehensive Assessment	KIN 6000 — Foundations in Kinesiology; KIN 6030 — Leadership in Sports	≥ 80% of students score 80% or better on final exams and relevant module assessments	Annually				
Conc. PLO B	Work with a team of colleagues to construct and present an effective risk management plan and operating budget for a sport, fitness, or physical education setting.	Risk Management Plan & Operating Budget Team Project	KIN 6011 — Managing Personnel, Facilities, & Events; KIN 6040 — Finance & Economics of Sports	≥ 80% of students score 80% or better on the risk management and budget project	Annually				
Conc. PLO C	Develop technical knowledge, effective leadership, and decision-making skills related to sport management.	Leadership Case Study / Project	KIN 6020 — Marketing, Promotion, & PR in Sports; KIN 6030 — Leadership in Sports	≥ 80% of students score 80% or better on the leadership project or case study	Annually				
SECTION IV — CURRICULAR / STUDENT OUTCOMES ASSESSMENT									
Content Area / Metric	Student Outcome / Goal	Benchmark	Method / Tool	Frequency	Data	Analysis	Strengths	Weaknesses	Actions
General Student Outcomes									
Grades Below B-	Provide a competency-driven curriculum that prepares students for professional entry	< 10% of students receive a course grade of B- or below	Program Director / Course Instructor Review	Annually					
Skills / Practical Exam Performance	Maintain high standards of applied competency assessment	< 10% of students score B- or below on skills / practical examinations	Program Director / Course Instructor Review	Annually					
Overall Professionalism	Foster professional conduct consistent with field standards	< 10% of students have an identified professionalism issue	Program Director / Course Instructor Review	Annually					
Student Remediation Rates	Monitor and support academic success	< 20% of students require an academic remediation plan	Program Director / Course Instructor Review	Annually					
Summative Evaluation Performance	Ensure students achieve overall program competency standards	> 80% of students achieve at least 80% on the summative evaluation	Program Director Review	Annually					
Concentration Curricular Content Areas									
1. Foundations of Sport Management	Demonstrate knowledge of sport industry structures, management principles, and organizational behavior	≥ 80% of students earn 80% or better on relevant assessments	Course assessments — KIN 6000	Annually					
2. Managing Personnel, Facilities & Events	Apply principles of human resources, facilities management, and event operations to sport settings	≥ 80% of students earn 80% or better on relevant assessments	Course assessments — KIN 6011	Annually					
3. Marketing, Promotion & Public Relations	Develop and apply marketing and PR strategies specific to sport organizations	≥ 80% of students earn 80% or better on the marketing project	Marketing project rubric — KIN 6020	Annually					
4. Leadership in Sports	Analyze and apply leadership theory and decision-making frameworks to sport management contexts	≥ 80% of students earn 80% or better on leadership project / case study	Leadership project rubric — KIN 6030	Annually					
5. Finance & Economics of Sports	Demonstrate competency in financial analysis, budgeting, and economic principles in sport	≥ 80% of students earn 80% or better on the finance / budget project	Financial/budget project rubric — KIN 6040	Annually					
6. Evidence-Based Decision Making in Sport Management	Apply evidence-based reasoning to sport management decisions	≥ 80% of students earn 80% or better on the evidence-based practice assignment	Course assessments — KIN 6010 (elective) or equivalent	Annually					
7. Capstone / Culminating Experience	Demonstrate integration and synthesis of sport management knowledge through a culminating project or examination	100% of students complete Capstone Project (KIN 6098) or Comprehensive Exam (KIN 6095) at or above passing standard	Capstone Project rubric or Comprehensive Exam score — KIN 6095 / KIN 6098	Annually					