**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** 02/28/2023 **Name of Program/Unit: Sport & Recreation Management**

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around  time, etc.) |
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| Conduct a needs assessment of consumers in order to analyze what specific products and services a sport and recreation consumer needs. | In RECL 1303 (Athletic Program Planning) students will create, implement and analyze a needs assessment questionnaire using a google form to determine what sport and/or recreation program is wanted and what the needs of the potential user/customers are. | 80% of students will score a 4 or better on rubric for the successful creation of needs assessment questionnaire creation and data analysis. |
| Create a sport or recreational program promotional sales campaign, including print, social and/or digital media tools that are appropriate for consumers. | In FITT 1371 (Promo of Selling Sport & Rec) students will create a promotional sales campaign with flyer for their sport or recreation program of choice, including slogan, graphics/imaging and pricing. | 80% of students will score an 80% or higher on the successful creation of the sport or recreation program promotional sales campaign flyer. |
| Design, implement and evaluate a sport, recreational or sport tourism program | In FITT 1370 (Sports Tourism) students will prepare an outline for a sport or recreation tourism event for potential customers. | 80% of students will score a 75% or higher on the rubric for the outline on program design, implementation and evaluation. |
| Students will communicate effectively in writing and in an oral presentation about risk management and ethical issues in sport and recreation by creating an emergency action plan. | In FITT 1373 (Legal & Ethical Issues in Sport & Rec) students will define and outline a risk management action plan for a sport, recreation or tourism event of their choice. | 80% of students will score an 75% or higher on the rubric for defining and outlining the risk management plan. |
| Students will observe, understand and evaluate leadership and management techniques utilized in the sport and recreation industries. | In FITT 2371 (Leadership in Sport) students will write an essay describing and reflecting on the various management and leadership styles they have observed in industry practice. | Students will score a 3 or higher on the rubric for the essay on “Leadership Analysis”. |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**   Conduct a needs assessment of consumers in order to analyze what specific products and services a sport and recreation consumer needs. | |
| 1. **Measure (Outcome #1)**   In RECL 1303 (Athletic Program Planning) students will create, implement and analyze a needs assessment questionnaire using a google form to determine what sport and/or recreation program is wanted and what the needs of the potential user/customers are. | 1. **Target (Outcome #1)**   80% of students will score a 4 or better on rubric for the successful creation of needs assessment questionnaire creation and data analysis. |
| 1. **Action Plan (Outcome #1)**   The Sport & Recreation Management program is relatively new and was launched in Spring 2020. Initial data collected for Outcome 1 was collected in the Fall 2020, not utilizing the designated rubric for CIP. At that time courses, rubrics and CIP were still being developed. Spring 2021 and Spring 2022 the corrected rubric was used and serves as a baseline to demonstrate how effective student understanding of concepts of the development of appropriate questions to develop a need assessment. Based on the findings, the department proposes editing the rubric so that is more defined and structured, effectively making it easier for students to understand the requirements of the needs assessment project. | |
| 1. **Results Summary (Outcome #1)**   Beginning Fall 2020 and up to and including Spring 2022, a total of ten (3) sections of RECL 1303 have been taught (hybrid and F2F modalities). Based on the data collected, 54% of students (13 out of 24) have earned a score of 4 or higher on the rubric for the successful creation of a needs assessment. | |
| 1. **Findings (Outcome #1)**   The student performance is below the expected target of 80%. After analyzing the collected data, the department understands that the grading rubric used is unclear and does not provide enough structure for students. | |
| 1. **Implementation of Findings**   The action plan will be revised to reflect a more specific rubric for the 2rd year of the CIP cycle (2022-23). Students enrolled in Spring 2023 course will utilize the new grading rubric. | |

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| 1. **Outcome #2**   Create a sport or recreational program promotional sales campaign, including print, social and/or digital media tools that are appropriate for consumers. | |
| 1. **Measure (Outcome #2)**   In FITT 1371 (Promo of Selling Sport & Rec) students will create a promotional sales campaign with flyer for their sport or recreation program of choice, including slogan, graphics/imaging and pricing. | 1. **Target (Outcome #2)**   80% of students will score an 80% or higher on the successful creation of the sport or recreation program promotional sales campaign flyer. |
| 1. **Action Plan (Outcome #2)**   No action to be taken. Since only a small number of students have taken this course up to now (Spring 2023) the department proposes to continue to monitor this outcome for further data. | |
| 1. **Results Summary (Outcome #2)**   Since Spring 2021, two (2) sections of FITT 1371 were delivered (hybrid and f2f modalities). Based on the data collected, 87.5% of the students (14 out of 16) have earned a score of 80% or higher on the creation of a promotional sales campaign with flyer. | |
| 1. **Findings (Outcome #2)**   The student performance is above the expected target of 80%. After analyzing the data the department understands that this program has grown exponentially and the original data set is very small. The department understands that with additional courses offered, the success rate of this outcome may change significantly by the end of the 5th year of the CIP cycle (2025-2026) | |
| 1. **Implementation of Findings**   The department will retain this outcome in the 3rd year of the CIP cycle and will continue to monitor students results of the outcome. | |