

ACAPLAN COMMITTEE

CYCLICAL PROGRAM REVIEW FINAL ASSESSMENT AND IMPLEMENTATION PLAN

Academic program(s) assessed: Honours Bachelor of Commerce – Sports Administration

Executive Summary of the Cyclical Program Review

Review Team

External reviewers: Dr. Gil Fried, Administration and Law, University of West Florida

Laurentian reviewers:

Dr. Stephen Ritchie, Associate Professor (School of Kinesiology and Health Sciences)

Dr. Matthias Takouda, Professor (School of Business Administration)

Janelle Utting (Student representative, final year)

Mercedes Marlok (Student representative, year 3rd year)

- Self-Study report was received on: March, 2021 and Addendum, February 2023
- The Review Team conducted an on-site review on: April 3, 2023 (virtual)
- External review report was received on: May 16, 2023
- Response for the School's director received on: June 16, 2023
- Response from the Dean received on: August 3, 2023
- Final Assessment Report and Implementation Plan to be presented to AcaPlan on: March 22, 2024 and to the Senate on: April 16, 2024

Program strengths, weaknesses and opportunities as identified in the External Reviewer's Report

The current program is compatible with the University's and Faculty's mission, vision and goals; attention to ensuring alignment with the new Strategic Plan will be important. There is an opportunity to clearly connect course-level learning outcomes and their assessment with program level outcomes through curriculum mapping. The addition of new courses such as Sport Analytics and Sport Sales contribute to keeping the curriculum current and SPAD 4046 – Sport Industry Consulting “is a fabulous course and it really moves experiential learning to a much higher level” as stated in the report. Another valued component of the program is the zero credit courses (SPAD 0100, 0300, 0400) which provide students with real-life learning and applicable skills. Students felt these courses were extremely beneficial. The program is urged to acquire and analyze metrics to better evaluate student learning as they progress through the program and to ensure degree level expectations are met.

The report identified several opportunities including:

- Cross-disciplinary efforts that could lead to opportunities for graduates to pursue advanced degrees at Laurentian (e.g., MBA, M Human Kinetics) or other credentialing-based programs across campus.

- Potential to mobilize industry executives to share their expertise through online teaching as well as providing sessions supplemental to face-to-face courses. The delivery mode would allow greater participation of industry experts and also offer networking opportunities.
- With a very engaged alumni group and Advisory Board who are willing to support the program; philanthropy, volunteerism, and building connections could be further explored.

Review Team's Assessment

Present the review team's overall assessment of the program

The SPAD program is a strong and unique program with a number of elements that warrant highlighting:

- Connection with alumni and industry, and the alumni are integrated effectively into the program
- High student retention rates
- Experiential learning is a hallmark of the program
- Strong relationship with local and regional sports teams
- Faculty members who work well together and support students throughout their program

Recommendations

List all recommendations (by program if appropriate)

See attached Table.

CYCLICAL PROGRAM REVIEW IMPLEMENTATION PLAN

Honours B.Com Sports Administration

Recommendations selected for implementation are listed in the Table *(add rows as required)*

Recommendation	Proposed follow-up	Responsibility for leading follow-up	Timeline
Revisit the vision, mission, and goals, especially in concert with current university strategic plan development.	Planning process is underway - engaging alumni, industry partners, faculty, and students. Once the University Strategic Plan is launched, efforts will ramp up to ensure alignment between plans	Director	SPAD School Retreat in May 2024 and Advisory Board workshops will likely lead to a September 2024 launch.
Develop a matrix for learning outcomes associated with courses and overall program	Review all course outlines to ensure learning outcomes are CELP approved and align with program level learning outcomes. Update all records.	SPAD Curriculum Committee	Underway, aim to complete by December 2024
Work with colleagues in the Faculty of Management to develop a strategy to address the math requirement for admission	SPAD now advertises a 4U/M math requirement for entry to prepare prospective students. Also, the introduction of MATH 1506 in first year (Intro Business Mathematics) should provide the necessary foundational knowledge for success	Shared responsibility across SPAD and Business Administration; Faculty of Management Council	Currently in place for SPAD for 2 years; consideration of adopting the same admission requirement in both Schools (SBA and SPAD) to be resolved before start of next academic year
Explore the possibility of developing a course focused on sports technology that leverages computer programming (e.g., R, Python)	Consultation with employers will take place to determine expected competencies. Technologies are incorporated into several courses (introductory, analytics and research methods); if a gap is identified then discussion to take place about adding an elective/required course.	SPAD Curriculum Committee	Curriculum review is an ongoing process. Given the current lack of expertise and wanting to maintain flexibility in program for students, integrating tech into current courses is the plan.
Resources needed (e.g., support personnel for WIL and internships, and faculty hires)	Cases have been made for budget approval to hire in key areas and strategies to increase program enrolment will grow revenue	Dean's office and School Director	Ongoing as hiring plans are incorporated into annual budget plans over three-year budget horizon (i.e., 2024-2027)
Relaunch the mentor program	Alumni will support the relaunch expected in September 2023 for 3 rd year students. Plans underway to introduce peer mentorship (yr 1 student with upper year SPAD student)	School Director and Advisory Board	The workload associated with this will be assigned to the SPAD WIL position. Budget request was made for position for summer 2024.

Recommendation	Proposed follow-up	Responsibility for leading follow-up	Timeline
Acquire data to assess assurance of learning (AoL)	At SPAD's May retreat it was determined that the AoL process be modified and resumed	SPAD Curriculum Committee	Process has been delayed until new SPAD Strategic Plan launched, which was delayed to wait for LU Strategic Plan.
Library acquisitions (Sports Business Journal)	In view of the high costs of an institutional license, SPAD negotiated an agreement with SBJ such that SBJ grants individual accounts to SPAD students.	School Director	As of June 2023, all SPAD students have access to SBJ Weekly and SBJ Atlas database, thanks to LU Library.
Develop a more cohesive communication plan with industry and alumni	Semi-annual communication updates to all alumni will continue as well as a Twitter account run by the SPAD Academic Advisor and an Instagram account that engages students and alum. A new Sports Learning Online platform has been launched and is beginning to populate with students, alum, and professionals	School Director, Academic Advisor, and Advisory Board	External stakeholder communications are very important to the program. However, the loss of the WIL Manager and Lab Tech during CCAA has caused most administrative functions to cease. WIL position request has been made for 2024-25 budget.
Improve webpage for recruitment and program promotion	Operating resources to support recruitment efforts and marketing are in place which will improve SPADs online presence and develop new promotional tools	SPAD, marketing and communications	SPAD has done what they can within the limitations of the current website. Information has been updated and a program-specific landing page and QR code have been integrated.
Promote students joining industry associations	Efforts to integrate professional organizations into the curriculum are in progress such as including the National Sports Forum Summit into SPAD 0100 and bringing in guest speakers in years 1 to 4 of the program.	SPAD Curriculum Committee and course instructors	Ongoing

List any recommendations not selected for implementation below and provide a brief explanation for the decision (*if none, indicate "not applicable"*).

Examine other credentials and synergistic program opportunities, micro-credentials, and badging/certificates/majors/minors that are complementary and extend the current SPAD offerings	Out of scope at this time. Will be discussed as part of broader School and Faculty level planning and considerations for expansion. Current limitation is the lack of sufficient human resources for any program expansion. Degree options and certificates will likely be the most easily introduced without significant investment in additional resources.
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Develop adjunct and sessional instructors who can offer online courses	SPAD is an on-campus, in person program. Strong interest in providing online electives, but need to be provided a larger sessional budget to be able to do it.
Revisit Executive in residence position and Advisory Board members	Previously this was funded through Alumni donations; as part of SPAD's Strategic Planning, alumni and the Advisory Board may assist with this initiative
Explore options for graduate programs	Out of scope. As the School develops its strategic plan, pathways for SPAD graduates wanting to pursue graduate studies can be explored through existing related programs. No budget increases offered to support graduate program growth.
Bring back Sports Law as a required course	The expertise is not available at this time; efforts to incorporate into MGMT 2007 -Corporate Law will be explored.
Consider aligning curriculum with COSMA accreditation	The resumption of Assurance of Learning activities may provide a good starting point to build upon toward future COSMA accreditation. School Director has purchased a membership to COSMA and hopefully the budgeting process will allow for future travel to conference and school membership and accreditation.
Celebrate and recognize the alumni board; consider an alumni hall-of-fame	Volunteers and donors are formally thanked by the School and Advancement and while events such as those noted would be wonderful, the budget is not yet able to financially support these initiatives.

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not applicable