

ANNUAL PROGRAM ASSESSMENT FORM

Name of Program: Sports Journalism

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1) Please list the degree offerings:

BS Mass Comm – Sports Journalism
BS Sports Journalism

2) Progression /Graduation update (NECHE 8)

- *BS Mass Comm – Sports Journalism = 17 students*
- *BS Sports Journalism = 9 students*
- *Total Enrollment = 26*

3) Program’s Mission Statement (NECHE standard 1):

The New England School of Communications inspires and prepares students for professional careers in current and emerging fields by focusing on experiential learning, technology, and work-ready skills.

NESCom’s missions aligns perfectly with Husson’s mission to prepares students for professional careers

4) Faculty updates (NECHE Standard 6)

The sports journalism program relationship with the sports information department is at an all time high and is going exceptionally well. The sports information director (SID) was able to hire a recent grad to help manage the many duties of the department, but also to help our students who have various assignments with the SID starting their first semester at NESCom.

With the additional hire, this group is being even better managed than before. NESCom pays a stipend for that. The SID world remains a solid direction for students looking for employment. We currently have one graduate enrolled in a master’s program elsewhere and may have a second in 2025.

I could not run this program without the help of adjunct Dale Duff who teaches freshmen and is currently teaching a semester of play by play, a first for him.

The relationship with Husson’s Sport Management program remains strong with Bryce Colbeth teaching NESCom’s “sports information” class. That class will soon be offered every semester.

In 2025 I will again attend a podcasting conference, which has been instrumental in not only creating that class but also in providing important updates. The entrepreneurial spirit at this conference lines up with much of what we teach at NESCom and the College of Business.

In 2026 I will request money for a “sports communication” conference as I continue to modify classes and the needs of students who may pursue sports information as a career.

Fall of 2025 will be the first year with only sports journalism students as the current journalism students will all have graduated. I will continue to modify class projects to be more sports friendly, while in no way diminishing the important of journalism in that field.

5) Program Goals / Strategic initiatives (NECHE Standard 2, 5):

Goals from the <u>previous</u> year:	Met / Not Met	Assessment summary:	Action
Increase enrollment	not met	deposits are up slightly over last year but down 40% from fall 2022 & 2021.	Partnerships with athletics providing students experiential opportunities and monitoring of program enrollments
Enhance advising skills for students and graduates	met	broaden SJ program scope to prepare for industry, enhance relationship with Sports information office. initiatives like these make advising students toward a secure career path more manageable	if we better prepare/advise students for the SJ world post-graduation they're apt to be more successful
Professional Development	met	pod-casting conference	This pairs with the goals above and we're continuing to look for ways to broaden program to ensure job market for grads

Goals for the <u>upcoming</u> year:	Assessment planning:	Notes
Increase enrollment (Target first-years)	<ul style="list-style-type: none"> • partner w/ sports mgmt to discuss "jobs in sports" road show w/ targeted schools • if deposits stayed at least flat that would be a win - but hoping for 1-2 more as a result of road show 	12 deposits would be great for all 26 but what's actually realistic?
Enhance instructor advising skills for students and graduates	<ul style="list-style-type: none"> • Unofficially survey students in regard to advising satisfaction 	need to make a questionnaire
Professional Development	<ul style="list-style-type: none"> • Self-publishing webinars • Marketing webinars • Networking with local content creators 	all of these expand employment opportunities for SJ grads

Curricular Changes in regard to Journalism Phase-out	• modifying assignments and video productions	want to support traditional journalism while understanding that SJ brings in more students
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6) Curricular mapping / Outcome assessment (NECHE Standard 4, 8)

Student Learning Outcome	Courses mapped to SLO	Summary for the given academic year	Action
PO 1 – Ethics	SJ 217 SJ 324 SJ 360 SJ 438	This is a critical SLO for SJ students that is introduced early, reinforced later, and assessed in their capstone.	Consider integrating deeper into program
PO 2 – Technical Skills	SJ 115 SJ 218 SJ 255 SJ 324 SJ 438	There are only a handful of classes where direct technical skills are assessed.	perhaps the SLO needs to be updated as equipment/technology changes
PO 3 – News Writing & Reporting	SJ 114 SJ 115 SJ 217 SJ 223 SJ 227 SJ 235 SJ 324 SJ 360 SJ 438	One of the major SLOs for SJ. Its existence throughout the program highlights it as a critical skill	Might be useful to consider simply ‘writing & reporting’ as the skill, rather than the SLO’s language being ‘news’ specific
PO 4 – Critical Thinking	SJ 114 SJ 115 SJ 218 SJ 223 SJ 227 SJ 235 SJ 255 SJ 314 SJ 438	The other major SLOs for SJ. It’s existence throughout the program highlights it as a critical skill	no changes needed
PO 5 – Contemporary Issues	SJ 114	This needs more of a presence. And given the current climate (and attitude toward news currently), should be ever-present so as to not be avoided	perhaps performance indicators for this SLO could be developed to scaffold how this is assessed

7) Executive Summary:

- Looking back at previous enrollments, in fall 2020 SJ had 17 deposits, which was double the previous year (fall 2019 was down considerably) though much higher than any previous year, I'm not sure if we ever investigated the reasons why enrollment was high that fall. It could be that students wanted a degree in the midst of COVID but other programs saw a downturn. Since Fall 2020, enrollments in SJ have declined, though fall 2025 has seen a slight uptick. We'd like to see the number for SJ grow to 12 each in-coming year as that's a much more sustainable recruitment target. That could grow SJ to a more reasonable enrollment of 40 in just a few years. It might be worthwhile to poll our SP 25 grads (that started in fall 2020) asking them why they chose SJ, why Husson, etc.