

(Pepe Garcia)

LinkedIn Analysis Job Placement for Students in Sport Management Program of An Eastern
Kentucky Public University

In addition to standardized tests and program assessments of academic programs, tracking college graduates' employment is also deemed as an effective method for measuring student learning and success. In this case study, the authors examined 334 students' LinkedIn profiles (57% males & 43% females) by using main keywords such as the name of the institution and sport management to gather information about current employment status, degree of program completion and primary self-identified skills of observed individuals. The results showed that 205 students had completed a bachelor degree in sport management from 2011 to 2022. The rest of 129 students were majored in 15 different degrees or programs, but had their profiles associated with sport management field. Despite the job placement rate of sport management graduates remained high (> 80%), only about 34% of them held a sport-related job. In general, students majored in a business- (including sport management) and technology-related degrees dominated the observed profiles. Organizing skills, creativity, teamwork, problem solving, flexibility, leadership, collaboration, and, communication were top self-perceived job skills among the observed students. Overall, these identified job skills were also coincided with the primary skills for job success suggested by numerous studies (Kyllonen, 2013; Lazarus, 2019; Mitchell et al., 2010; Oussii & Klibi, 2017). Sport Management graduates may not necessarily hold a sport-related jobs; however, they remain competitive in the job market as long as they self-reported the aforementioned essential job skills on their profiles. After witnessing many undergraduate students' profiles through our observations, the authors fervently encouraged the future students to create a LinkedIn profile early, especially for those who study in social sciences and arts and humanities.