

Student Learning Outcomes Matrix-Academic Year 2021-2022

Learning Outcome (measurement tools)	Benchmark	# of students observed	# of students meeting expectation	% of students meeting expectation	*Does not meet expectation *Meets expectation *Exceeds expectation *Insufficient data
<p style="text-align: center;">SLO 1</p> <p>1. Demonstrate a basic understanding of the fundamental principles and skills related to both the Commission on Sport Management Accreditation (COSMA) professional components and success in the sport industry.</p>					
<p>Measure 1:(direct: a) Internship & Career Goals Paper</p>	<p>85% of students will achieve a score of 80% or better</p>	<p style="text-align: center;">44</p>	<p style="text-align: center;">42</p>	<p style="text-align: center;">95%</p>	<p style="text-align: center;">Meets expectation</p>
<p>Measure 2:(direct: b) Seminar Case Studies</p>	<p>85% of students will average a score of 80% or better on 4 case studies</p>	<p style="text-align: center;">40</p>	<p style="text-align: center;">37</p>	<p style="text-align: center;">93%</p>	<p style="text-align: center;">Meets expectation</p>
<p>Measure 3:(direct: c) Facility and Venue Analysis</p>	<p>85% of students will average a score of 80% or better</p>	<p style="text-align: center;">65</p>	<p style="text-align: center;">46</p>	<p style="text-align: center;">71%</p>	<p style="text-align: center;">Does not meet expectation</p>
<p>Measure 4:(indirect: h) Internship Supervisor Evaluations</p>	<p>85% of students will be rated as being proficient or exemplary in all applicable areas under parts I and II of the evaluation</p>	<p style="text-align: center;">42</p>	<p style="text-align: center;">25</p>	<p style="text-align: center;">60%</p>	<p style="text-align: center;">Does not meet expectation</p>

Measure 5: (indirect: i) Senior Exit Surveys	85% of students will rate their basic knowledge of all Sport Industry core topics as emerging or strong. AND 85% of students will agree or strongly agree with all survey statements.	42 42	25 22	60% 52%	Does not meet expectation
SLO 2 Accumulate more than 400 hours of applied experiential learning in which knowledge and skills acquired in their SM classes are successfully applied in a sport industry setting.					
Measure 1: (direct: a) Internship & Career Goals Paper	85% of students will achieve a score of 80% or better	44	42	95%	Meets expectation
Measure 2: (indirect: h) Internship Supervisor Evaluations	85% of students will receive a "yes" response to both statements in part IV of the evaluation.	42	39	93%	Meets expectation
SLO 3 Develop and apply effective decision-making and problem-solving skills related to issues in the sport industry.					

Measure 1: (direct: b) Seminar Case Studies	85% of students will average a score of 80% or better on 4 case studies	40	37	93%	Meets expectation
Measure 2: (direct: d) Risk Management Project	85% of students will achieve a score of 80% or better	37	27	73%	Does not meet expectation
Measure 3: (indirect: h) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to “apply effective decision- making and problem-solving skills related to issues in the sport industry”	42	39	93%	Meets expectation
SLO 4 Explain the necessity for ethical behavior and benefits of social responsibility within the sport industry.	*data not collected this cycle				
Measure 1: (direct: b) Seminar Case Studies	85% of students will be rated as proficient or exemplary regarding their ability to “Provided insightful and thorough analysis of all the problems/questions, with specific attention paid to any potential ethical issues”				
Measure 2: (indirect: h) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to “understand and explain the necessity for ethical behavior when conducting business”				
Measure 3: (indirect: i) Senior Exit Surveys	85% of all graduating seniors will rate their basic knowledge of sport in society/social issues as “strong.” and 85% of students will “agree or strongly agree” with the				

	statements regarding ethics and social justice.				
SLO 5 Employ effective oral and written professional communication throughout the curriculum and when sharing information across multiple channels.					
Measure 1: (direct: e) Seminar White Paper	85% of all students will score 80% or better on final white paper	40	34	85%	Meets expectation
Measure 2: (direct: f) Oral Presentation Rubric (collect in 3 courses: 1 upper, 1 mid-level, 1 lower-level)	85% of student will be rated by their instructor as proficient or exemplary for all criteria	40	38	95% ** only collected in upper-level course	Meets expectation
Measure 3:(indirect: h) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to “employ effective oral and written professional communication when sharing information across multiple channels” AND agree or strongly agree regarding the professional quality: “effectively communicates when writing”	42 42	38 38	90% 90%	Meets expectation
SLO 6 Effectively select and engage technology and software appropriate for use in the sport industry					
Measure 1: (direct: g) Technology & Social Media Assignment	85% of students will score 80% or better on Technology & Social Media assignment	58	42	72%	Does not meets expectation
Measure 2: (indirect: h) Internship Supervisor Evaluation	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to “effectively select and engage technology and	42	39	93%	Meets expectation

	software appropriate for use in the sport industry” AND agree or strongly agree regarding the professional quality: “is efficient in utilizing technology”	42	39	93%	
Measure 3: (indirect: i) Senior Exit Surveys	85% of all graduating seniors will rate their basic knowledge of technology and social media in the sport industry as “strong” AND 85% of students will “agree or strongly agree” with the statement: “The SM program provided opportunities to learn about and apply technologies that I am likely to encounter as a professional”	42	27	64%	Does not meet expectation
		42	31	74%	
SLO 7 Exhibit the professional dispositions required for success in the sport industry.	*data not analyzed this cycle				
Measure 1: (direct: f) Oral Presentations	85% of students will be rated by their instructor as proficient or exemplary regarding “language used”, “personal appearance”, and “responsiveness to audience”				
Measure 2: (indirect: h) Internship Supervisor Evaluations	85% of all students’ supervisors will agree or strongly agree with the statements involving Part III: professional qualities				
Measure3: (indirect: j) Group peer	85% of students will be rated by their peers as “satisfactory” or better on all traits.				
Notes: *The data collection will be cyclical with certain SLOs focused on in each cycle. Data will be collected annually on SLOs 1, 2 & 3. Data for	For AY 2021-2022, we collected data for SLOs 1,2,3,5, and 6				

SLOs 4 & 7 in the odd
years and data for
SLOs 5 & 6 in the even
years.

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