Student Learning Outcomes Matrix - Academic Year 2024 – 2025

Learning Outcome (measurement tools)	Benchmark	Number of students observed	Number of students meeting expectations	% of students meeting expectations	1. Exceeds expectations 2. Meets expectations 3. Falls below expectations 4. Insufficient data
SLO 1 Describe and demonstrate the fundamental knowledge and key skills required for success in the sport industry.					
Measure 1: (direct: a) Internship & Career Goals Paper & Portfolio	85% of students will achieve a score of 80/100 or better on both	30	28	93%	Meets Expectations
Measure 2: (direct: b) Seminar Case Study	85% of students will achieve a score of 80/100 or better	40	38	95%	Meets Expectations
Measure: 3: (indirect: f) Internship Supervisor Evaluations	85% of students will be rated as being proficient or exemplary in all areas under parts I and II of the evaluation.	30 30	I: 27 II: 27	90% 90%	Meets Expectations
Measure 4: (indirect: g) Senior Exit Surveys	85% of students will rate their basic knowledge of all Sport Industry core topics as emerging or strong.	30	28	93%	Meets Expectations
	85% of students will agree or strongly agree with all survey statements.	30	28	93%	Meets Expectations
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 & Portfolio	85% of students will achieve a score of 80/100 or better on both	30	28	93%	Meets Expectations
Measure 2: (indirect: f) Internship Supervisor Evaluations	85% of students will receive a "yes" response to both statements in part IV of the evaluation.	30	29	97%	Meets Expectations
SLO 3 Develop and apply problem-solving skills related to effective decision-making in the sport industry.					
Measure 1: (direct: b) Seminar Case Study	85% of students will achieve a score of 80/100 or better	40	38	95%	Meets Expectations
Measure 2: (direct: c) Risk Management Project	85% of students will achieve a score of 80/100 or better	24	23	96%	Meets Expectations
Measure 3: (indirect: f) 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	30	29	97%	Meets Expectations

	in the sport industry"				
SLO 4 Recognize, describe, and assess issues related to diversity, equity, and inclusion.					
Measure 1: (direct: b) Seminar Case Study	85% of students will be rated as proficient or exemplary re: "Provided insightful and thorough analysis of all the problems/questions, with specific attention paid to diversity, equity, inclusion issues and ethical dilemmas."	40	39	97.5%	Meets Expectations
Measure 2: (indirect: f) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to "Recognize, describe, and assess issues related to diversity, equity, and inclusion."	30	27	90%	Meets Expectations
Measure 3: (indirect: g) Senior Exit Surveys	85% of all graduating seniors will rate their basic knowledge of sport in society/social issues as	30	28	93%	Meets Expectations

	"emerging or strong." and 85% of students will "agree or strongly agree" with the statements regarding ethics and social justice.	30	28	93%	
SLO 5 Model professionalism and employ effective oral, written, and interpersonal communication.	*Data not collected this cycle				
Measure 1: (direct a) Internship & Career Goals Paper & Portfolio	85% of all students will score 80% or better on both				
Measure 2: (direct: d) Seminar White Paper	85% of all students will score 80% or better				
Measure 3: (indirect: f) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to "model professionalism & employ effective oral, written, and interpersonal communication" and agree or strongly agree regarding the professional quality: "behaves professionally"				

SLO 6 Effectively research and select software/technology applications appropriate for use in the sport industry	*Data not collected this cycle				
Measure 1: (direct: e) Technology & Social Media Assignment	85% of students will score 80% or better				
Measure 2: (indirect: f) Internship Supervisor Evaluations	85% of students will be rated by their supervisor as proficient or exemplary regarding their ability to "effectively select and engage technology and software appropriate for use in the sport industry" and agree or strongly agree regarding the professional quality: "is efficient in utilizing technology"				
Measure 3: (indirect: g) Senior Exit Surveys	85% of all graduating seniors will rate their basic knowledge of technology and social media in the sport industry as "emerging or 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"				

Notes: *The data collection is cyclical with certain SLOs focused on in each cycle. We collect data annually on SLOs 1, 2 & 3. Data for SLO 4 is collected in the odd years and data for SLOs 5 & 6 in the even years. We hope this will be manageable and will reconsider the proposed collection cycle if issues arise.

Summary of Student Learning Outcomes Assessment & Action Plans
2024-2025

SLO #1: Describe and demonstrate the fundamental knowledge and key skills required for success in the sport industry.
There are four measures for SLO #1, two direct and two indirect measures. Outcomes for all were met.

This is the first time our graduating students have met the criteria for **all four** measures. We believe that the indirect measures, "85% of students will be rated (by their internship supervisor) as proficient or exemplary in *ALL applicable* areas under parts I and II of the evaluation" and "85% of students will rate their basic knowledge *of ALL* sport industry core topics as emerging or strong" are extremely high goals. We are pleased that this group of graduating seniors demonstrated excellence in all areas of our Student Learning Outcomes.

Action Plan: We will continue to monitor the students' survey responses regarding content knowledge with specific focus on areas identified as "inadequate" or "developing" and formulate a plan to address any concerns. We will review the senior exit surveys to ensure that the assessment tool is working as intended, and we will develop strategies to address specific areas noted as "weak" by graduating seniors.

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.
There are two measures for SLO #2, one direct and one indirect measure. Outcomes for the direct measure (Internship and Career Goals Paper & Portfolio) and for the indirect measure (Internship Supervisor Evaluations) were met.

Action Plan: We are pleased with the feedback provided on the internship supervisor evaluations and deem it to be a valid measure of this SLO. We will continue to seek quality placements for our interns and work closely with the intern supervisors. We believe the Internship and Career Goals paper & Portfolio will continue as a solid direct measure of student learning for SLO #2. Results will be used to drive curricular improvements, especially those related to hybrid internship options, paid internships, and new site placements.

SLO #3: D**evelop and apply problem-solving skills related to effective decision-making in the sport industry.** There are three measures for SLO #3, two direct (Seminar Case Studies, Risk Management Plan) and one indirect measure (Internship Supervisor Evaluation). Outcomes for all measures were met.

Action Plan: Overall, we are pleased that the internship supervisors noted that our graduates can problem solve and make effective decisions, and the students demonstrated these skills via multiple case study analyses. We have had a highly skilled adjunct faculty member, who has a JD and works on campus as the AVP for Strategic Engagement, teaching the Legal Liabilities courses. We believe her past experiences in collegiate athletics and strong teaching skills have led to positive results for our students.

SLO #4: Recognize, describe, and assess issues related to diversity, equity, and inclusion. There are three measures for SLO #4, one direct and two indirect. Outcomes from all measures were met. The goals for each SLO were met at 90%, 93%, and 97.5%, so we are very pleased with the results.

SLO #5: Model professionalism and employ effective oral, written, and interpersonal communication.
*Not collected this cycle

SLO #6: **Effectively research and select software/technology applications appropriate for use in the sport industry.**
*Not collected this cycle

Summary Narrative
The Sport Management program faculty members meet regularly and discuss program offerings as they relate to COSMA accreditation requirements and annual assessment reports. All faculty members are committed to the program's goals and to assist students in meeting the stated learning objectives. Faculty meet weekly throughout the semester to discuss assessment and accreditation, along with other programmatic items. Assessment results are used to drive changes to individual classes, program curriculum, and provide direction for the ESS department. Weaknesses are identified, and faculty members are encouraged to prioritize changes that have the potential to enhance student learning and positively influence student experiences. Specifically, we focus on proven high-impact practices such as experiential learning. Financial implications are discussed and integrated into the strategic planning and budgeting processes.

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