

Student Learning Outcomes Matrix

Metropolitan State University of Denver — Sport Management Program — Academic Year 2025–2026

Student Learning Outcomes Matrix, Academic Year 2025–2026

Learning Outcome (Measurement Tool)	Benchmark	Students Observed	Students Meeting Expectation	Percent Meeting	Assessment Result
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	37	34	92%	Meets Expectations
Measure 2 (direct: b) Seminar Case Study	85% of students will achieve a score of 80/100 or better on both	38	34	89%	Meets Expectations
Measure 3 (indirect: f) Internship Supervisor Evaluations	85% of students will be rated as proficient or exemplary in all areas under parts I and II of the evaluation.	37	I: 33 / II: 33	89% / 89%	Meets Expectations
Measure 4 (indirect: g) Senior Exit Surveys	85% will rate basic knowledge of all Sport Industry core topics as emerging or strong; 85% will agree or strongly agree with all survey statements.	37	36	97% / 97%	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	37	34	92%	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.	37	35	95%	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	38	34	89%	Meets Expectations
Measure 2 (direct: c) Risk Management Project	85% of students will achieve a score of 80/100 or better	44	38	86%	Meets Expectations
Measure 3 (indirect: f) Internship Supervisor Evaluations	85% will be rated by their supervisor as proficient or exemplary re: applying effective decision-making and problem-solving skills related to issues in the sport industry.	37	35	95%	Meets Expectations
SLO 4 — Recognize, describe, and assess issues related to diversity, equity, and inclusion. (Assessed in odd years per approved cycle; last collected 2024–25, next 2026–27.)					
Measure 1 (direct: b) Seminar Case Study	85% rated proficient or exemplary re: insightful, thorough analysis with attention to diversity, equity, inclusion issues and ethical dilemmas.	—	—	—	Data not collected this cycle
Measure 2 (indirect: f) Internship Supervisor Evaluations	85% rated proficient or exemplary re: recognizing, describing, and assessing issues related to diversity, equity, and inclusion.	—	—	—	Data not collected this cycle

Learning Outcome (Measurement Tool)	Benchmark	Students Observed	Students Meeting Expectation	Percent Meeting	Assessment Result
Measure 3 (indirect: g) Senior Exit Surveys	85% rate basic knowledge of sport in society/social issues as emerging or strong; 85% agree or strongly agree with statements regarding ethics and social justice.	—	—	—	Data not collected this cycle
SLO 5 — Model professionalism and employ effective oral, written, and interpersonal communication.					
Measure 1 (direct: a) Internship & Career Goals Paper & Portfolio	85% of all students will score 80% or better on both	37	34	92%	Meets Expectations
Measure 2 (direct: d) Seminar White Paper	85% of all students will score 80% or better	38	33	87%	Meets Expectations
Measure 3 (indirect: f) Internship Supervisor Evaluations	85% rated proficient or exemplary re: modeling professionalism and effective oral, written, and interpersonal communication; agree/strongly agree re: behaves professionally.	37	32 / 34	86% / 92%	Meets Expectations
SLO 6 — Effectively research and select software/technology applications appropriate for use in the sport industry.					
Measure 1 (direct: e) Technology & Social Media Assignment	85% of students will score 80% or better	46	41	89%	Meets Expectations
Measure 2 (indirect: f) Internship Supervisor Evaluations	85% rated proficient or exemplary re: effectively selecting and engaging technology and software appropriate for the sport industry; agree/strongly agree re: efficient in utilizing technology.	37	33 / 34	89% / 92%	Meets Expectations
Measure 3 (indirect: g) Senior Exit Surveys	85% rate basic knowledge of technology and social media in the sport industry as emerging or strong; 85% agree or strongly agree that the program provided opportunities to learn and apply relevant technologies.	37	36 / 35	97% / 95%	Meets Expectations

Student Learning Outcomes Matrix Narrative

The program's outcomes assessment plan includes at least two direct and two indirect measures across all student learning outcomes, and every SLO is measured at least once by a direct measure. Data collection is cyclical: SLOs 1, 2, and 3 are collected annually; SLO 4 in odd years; and SLOs 5 and 6 in even years.

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. Outcomes for all four were met, with results ranging from 89% to 97%. We are pleased that our graduating seniors again demonstrated strong performance across all measures, including the two indirect benchmarks we consider to be especially high goals.

Action Plan: We will continue to monitor senior exit survey responses regarding content knowledge, with particular attention to any core topics rated as inadequate or developing, and will review the survey instrument to ensure it continues to function as intended.

SLO #2: Accumulate more than 400 hours of applied experiential learning.

There are two measures for SLO #2, one direct and one indirect. Both were met (92% and 95%). We remain confident that the Internship & Career Goals Paper & Portfolio and the Internship Supervisor Evaluations are valid measures of this outcome.

Action Plan: We will continue to seek quality internship placements and work closely with site supervisors. Results will inform ongoing curricular improvements, including hybrid and paid internship options and the development of new site placements.

SLO #3: Develop and apply problem-solving skills related to effective decision-making in the sport industry.

There are three measures for SLO #3, two direct and one indirect. All were met (89%, 86%, and 95%). We are pleased that internship supervisors continue to rate our students highly on decision-making and problem-solving, and that students demonstrated these skills across multiple case study analyses and the Risk Management Project.

Action Plan: We note that the Risk Management Project met the benchmark at 86%, the narrowest margin among this year's direct measures, and will monitor it next cycle to confirm the result is stable.

SLO #4: Recognize, describe, and assess issues related to diversity, equity, and inclusion.

Data for SLO #4 was not collected this cycle. Consistent with our approved assessment cycle, SLO #4 is measured in odd years; it was reported in 2024–25 and will next be collected in 2026–27.

SLO #5: Model professionalism and employ effective oral, written, and interpersonal communication.

There are three measures for SLO #5, two direct and one indirect, collected this cycle in accordance with our even-year schedule. All were met (92%, 87%, and 86%–92% across the two supervisor-evaluation items). We are pleased that this outcome, measured for the first time since the previous even-year cycle, met all benchmarks.

Action Plan: The Seminar White Paper met the benchmark at 87%, and we will continue to monitor it as a direct measure of written communication. We will ensure data for SLO #5 continues to be collected on schedule in future even-year cycles.

SLO #6: Effectively research and select software/technology applications appropriate for use in the sport industry.

There are three measures for SLO #6, one direct and two indirect, collected this cycle in accordance with our even-year schedule. All were met, with results ranging from 89% to 97%. We are pleased with student performance on the Technology & Social Media Assignment and with supervisor and exit-survey feedback on technological proficiency.

Action Plan: We will continue to review the technology-focused components of the curriculum to ensure they reflect current industry tools and expectations, and will maintain collection of SLO #6 data on its even-year schedule.

Summary Narrative

The MSU Denver Sport Management program faculty meet weekly throughout the semester to discuss assessment, accreditation, and other programmatic matters. All faculty are committed to the program's learning outcomes and to helping students meet them. Assessment results are used to drive changes to individual courses, program curriculum, and the direction of the ESS department. Where weaknesses are identified, faculty prioritize changes with the greatest potential to enhance student learning, with a particular focus on high-impact practices such as experiential learning. Financial implications are discussed and integrated into program planning and budgeting.