

**Program-Level Student Learning Outcomes Data Matrix**  
Academic Year 2023-2024

<b>Learning Outcome (measurement tools)</b>	<b>Benchmark</b>	<b>Number of students observed</b>	<b>Number of students meeting expectations</b>	<b>Percentage of students meeting expectations</b>	<ol style="list-style-type: none"> <li>1. Exceeds expectations</li> <li>2. Meets expectations</li> <li>3. Falls below expectations</li> <li>4. Insufficient data</li> </ol>
<p>SLO 1</p> <p>Describe and demonstrate the fundamental knowledge and key skills required for success in the sport industry.</p>					
<p>Measure 1: (direct: a) Internship &amp; Career Goals Paper &amp; Portfolio</p>	<p>85% of students will achieve a score of 80/100 or better on both</p>	32	31	97%	meets
<p>Measure 2: (direct: b) Seminar Case Study</p>	<p>85% of students will achieve a score of 80/100 or better</p>	33	31	94%	meets
<p>Measure: 3: (indirect: f) Internship Supervisor Evaluations</p>	<p>85% of students will be rated as being proficient or exemplary in all areas under parts I</p>	32	<p>I: 23</p> <p>II: 25</p>	<p>72%</p> <p>78%</p>	falls below

	and II of the evaluation.				
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. 85% of students will agree or strongly agree with all survey statements.	32	Basic: 23  Survey: 26	72%  81%	falls below
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	32	31	97%	meets
Measure 2: (indirect: f) Internship Supervisor Evaluations	85% of students will receive a “yes” response to both statements in part IV of the evaluation.	32	28	88%	meets

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	33	31	94%	meets
Measure 2: (direct: c) Risk Management Project	85% of students will achieve a score of 80/100 or better	39	35	90%	meets
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 in the sport industry”	32	28	88%	meets
SLO 4 Recognize, describe, and assess issues related to diversity, equity, and inclusion.		*Not collected this cycle			

<p>Measure 1: (direct: b) Seminar Case Study</p>	<p>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 any potential ethical issues”</p>				
<p>Measure 2: (indirect: f) Internship Supervisor Evaluations</p>	<p>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”</p>				
<p>Measure 3: (indirect: g) Senior Exit Surveys</p>	<p>85% of all graduating seniors will rate their basic knowledge of sport in society/social issues as “emerging or strong.” and 85% of students will “agree or</p>				

	strongly agree” with the statements regarding ethics and social justice.				
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	32	31	97%	meets
Measure 2: (direct: d) Seminar White Paper	85% of all students will score 80% or better	32	28	88%	meets
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	32	30	94%	meets

	professional quality: “behaves professionally”				
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	41	37	90%	meets
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	32	29	91%	meets

	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”	32	29	91%	meets

Notes: \*The data collection will be cyclical with certain SLOs focused on in each cycle. We will collect data annually on SLOs 1, 2 & 3. Data for SLOs 4 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

### **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 two direct measures (Internship & Career Goals paper & Portfolio; Seminar Case Studies) were met. However, outcomes for two indirect measures (Internship Supervisor Evaluations & Senior Exit Survey Seminar) fell slightly below expectations in several areas. These results are similar to previous years.

Given that the direct measures demonstrated acceptable levels of student learning (measure #1 was met at 97% and measure #2 at 94%), we concluded that the expectations for SLO #1 have been met, but not to the extent we were hoping. We believe that the outcome for 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. In conversations with multiple internship supervisors, we learned that they consider “developing” to be an honest, but *not negative assessment* of an intern's skills at this point in their career. In part I, the supervisors evaluate interns in the following areas of knowledge: Sport Marketing/Promotions, Sport Law/Risk Management, Social Issues in Sport, Sport Finance/Budgeting, Sport Communications, Sport Governance, Event Management, Sport Facility Management, Sport Management & Leadership, and Technology and Software in the sport industry. In part II, the supervisors evaluate the students on the COSMA Student Learning Outcomes.

Additionally, conversations with student interns, along with feedback from the senior exit surveys, indicated that multiple students felt they were prepared to enter the workforce but did not yet consider themselves to be “strong or proficient” in *ALL 12* core academic areas.

**Action Plan:** We will monitor the students’ survey responses regarding content knowledge with specific focus on areas identified as “inadequate” or “developing” and formulate a plan to address the concerns. We will also reconsider how we interpret “developing” as a rating from internship supervisors. Current interpretations may not be an authentic measure of learning or skill development. We will review the senior exit survey 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 virtual/hybrid internship options, paid internships, and 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 (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 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 course. 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.** \*Not collected this cycle

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

There are two direct (Seminar White Paper and Internship and Career Goals Paper & Portfolio) and one indirect (Internship Supervisor Evaluation) measures. Outcomes for all three measures were met.

**Action Plan:** Although we have been satisfied with the results from our communication assessments, we plan to closely monitor how we assess effective communication and modify as needed. Several members of our intern supervisors and Sport Management Advisory Board noted that our graduates need enhanced writing skills. At our fall orientation, all SM faculty will discuss strategies and tactics for improving students' communications skills with a specific focus on professional writing.

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

There is one direct (Tech & Social Media assignment) and two indirect (Internship Supervisor Evaluation and Senior Exit Survey) measures. Outcomes for all measures were met.

**Action Plan:** We are happy with the results in this area and the feedback from the internship supervisor evaluations and student self-assessments. We will continue to revise the Tech and Social Media assignment and consider input from our internship supervisors to evaluate students' knowledge and application in the software/technology space. As technology and software continue to change, so will the content presented in the Tech and Social Media class. Most notably, our faculty will discuss strategies to incorporate artificial intelligence and augmented reality into our curriculum.

### **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 goals and to assist students in meeting the stated learning objectives. Each spring, the ESS department holds an assessment meeting where results are gathered, shared, and discussed. This final meeting of the academic year focuses on the program and department goals and is specifically dedicated to compiling assessment data and discussing student learning outcomes. 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 are integrated into the strategic planning and budgeting processes.