

Student Learning Outcomes Matrix - Academic Year 2022 – 2023

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
SLO1: Demonstrate understanding of sport management principles and fundamentals					
Measure 1 Portfolio submitted in the senior year in SM 470	75% of students will score an average score of 4 or higher across all sport management competency categories.	14 M=4.32	11	78.57%	Meets expectation
Measure 2 Organizational Analysis Paper submitted at the end of the Internship in senior year.	The Organizational Analysis Paper Rubric: 75% of students will score an average score of 4 or higher across all sport management competency categories.	14 M=4.32	11	78.57%	Meets expectation
Measure 3 Internship Final Evaluation	Evaluation Form: 80% of students will be rated 4 or higher on appropriate knowledge in sport management related to the area in which the student worked.	13 M=4.93	12	92.30%	Exceeds expectation
Measure 4 Graduating Senior Exit Survey	80% student evaluation of the quality of their academic preparation in their major is 4 or above on 5-point scale.	14 M=4.27	11	78.57%	Meets expectation
SLO 2: Demonstrate ability to use critical thinking skills to analyze problems and propose solutions to sport management situations					
Measure 1 Organizational Analysis Paper submitted at the end of the Internship in senior year	75% of students score of 4 out of 5 or higher in critical thinking skills section of the organizational analysis paper rubric	14 M=4.36	12	85.71%	Exceeds expectation
Measure 2 SM 570 case study analysis papers evaluated with rubric.	75% of students must average 75% or higher on the four case studies to be considered	27	24	88.88%	Exceeds expectation

	proficient in critical thinking skills.				
Measure 3 Portfolio submitted in the senior year in SM 570	75% of students will have a score of 4 or higher on critical thinking skills item.	5 M=4.60	5	100%	Exceeds expectation
Measure 4 Internship Final Evaluation	80% of students will score 4 out of 5 or higher on critical thinking skills item.	13 M=4.86	12	92.30%	Exceeds expectation
SLO 3 Utilize effective oral and written communication skills in the professional context of sport management					
Measure 1 Case study Paper (SM551)	75% of students will have a written communication skills score of 4 out of 5 or higher.	8 M=4.00	6	75%	Meets expectation
Measure 2 Organizational Analysis paper submitted at the end of the Internships in senior year	75% of students will score of 4 out of 5 or higher in written communication skills section of the organizational analysis paper rubric	14 M=4.64	14	100%	Exceeds expectation
Measure 3 Site Supervisor Evaluation of Intern's Professional Preparation	80% of the students will have a score of 4 out of 5 on "assessment of the effectiveness of our curriculum in developing the student's oral and written communication skills"	14 M=4.43	12	85.71%	Exceeds expectation
Measure 4 Internship Final Evaluation	80% of students will have a score of 4 out of 5 or higher on written and oral communication item.	13 M=4.71	12	92.30%	Exceeds expectation
SLO 4 Demonstrate proficiency in using technology for analysis and communication.					
Measure 1 Portfolio submitted in the senior year in SM 470 (development of flyers, presentations, financial reports, data entry into spreadsheet or database software, website work, etc.)	75% of students will score of 4 out of 5 or higher in technology skills section of the organizational analysis paper rubric	14 M=3.93	11	78.57%	Meets expectation
Measure 2 Technological proficiency is	75% of students will achieve a mean score of 4 or higher on the	8 M=3.88	4	50%	Does not meet expectation

demonstrated through professional presentation of international sporting event management plan and including visual displays such as tables, charts, graphics, and appendices (SM551)	technological proficiency section.				
Measure 3 Evaluation by Site Supervisor of Internship Student’s Professional Preparation.	Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology	14 M=4.71	13	92.85%	Exceeds expectation
Measure 4 Internship Final Evaluation	Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology	13 M=4.77	13	100%	Exceeds expectation

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

Student Learning Outcomes Matrix Narrative:

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you “close the loop” by describing any **changes and improvements you made and plan to make as a result of your assessment activity:**

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

SLO Matrix Narrative:

SLO 1: Students have demonstrated exceptional improvement in their understanding of Sport Management principles and fundamentals compared to the previous academic year (2021-2022). This remarkable progress can be attributed to various factors. First and foremost, after major curriculum changes in 2022, students were provided with diverse opportunities to explore a wide range of sport management courses, including Diversity in Sport, International Sport Management, Sport Fan Behavior and Marketing, Contemporary Issues in Sport, and Analysis of Research in Sport. By immersing themselves in these new courses, students gained valuable insights and a comprehensive perspective on the major, leading to a more profound understanding of Sport Management principles. Additionally, the application of knowledge acquired in the classroom to real-world settings during internships played a crucial role in

enhancing students' grasp of Sport Management concepts. An overwhelming majority of internship site supervisors (13 out of 14) rated students' knowledge as 4 or higher, indicating their aptitude in applying Sport Management-related knowledge to their specific work areas.

SLO 2: Students have exceeded expectations across all areas in SLO 2. The Sport Management faculty has collectively recognized the significance of fostering critical thinking skills and actively engaged in discussions during faculty meetings. Furthermore, the curriculum underwent modifications in 2022, incorporating a more pronounced emphasis on critical thinking throughout all courses. By incorporating thought-provoking class activities, assignments, case studies, problem-solving exercises, and inviting guest speakers, students have been able to hone their critical thinking and reasoning abilities. The faculty will continue to monitor and support students' progress in developing these essential skills.

SLO 3: Students have achieved exceptional results across all areas in SLO 3. Faculty members have consistently emphasized the importance of effective written and oral communication skills. Specifically, the significance of adhering to the American Psychological Association (APA) format has been highlighted, and students have been provided with opportunities to familiarize themselves with APA guidelines during their SM303 (Analysis of Research in Sport) class. Faculty will continue to monitor and encourage the enhancement of students' communication skills.

SLO 4: Overall, students have met or exceeded expectations across all areas in SLO 4, with the exception of direct measure 2. As a newly offered course since Fall 2022, SM551 saw participation from eight students, out of which four met the expectations. While the percentage of students meeting the expectations stands at 50%, it is worth noting that the mean score ($M=3.88$) remains relatively high compared to other SLOs. This indicates that students possess proficient technological skill sets, but the skill levels were near the threshold, leading to only four out of eight students meeting the standard, despite nearly meeting the criteria. The faculty will continue to assess and provide support to strengthen students' technological capabilities further.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Data Summary	Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
SAMPLE OEG 1 – Optimize graduation rates			
Retention Rates (first-year students to sophomore retention and BSSM admitted students 1 year retention)	Bachelor of Science in Sport Management (BSSM) admitted student 2-year graduation rate of 70% with goal of 75% by 2027	AY2020 cohort: 84% graduated in BSSM	Exceeds expectation
	BSSM admitted student 1-year retention rate of 75% with a goal of 80% by 2027	Fall 2021 cohort: 82%	Meets expectation
Senior graduation survey: item “overall quality of the major”	Graduating Senior Exit Survey (indirect): 80% of students report a score of 4 (4 = exceeds expectations) or higher on “overall quality of major”	100% 11 students out of 14 reported a score of 4 or higher	Exceeds expectation
OEG 2: To establish and maintain relationships with key stakeholder groups (students, alumni, campus departments, regional and global sport organizations).			
Advisory Board Minutes	Advisory Board Minutes show board members feedback is utilized in the activities and procedures of the sport management program. (yes/no)	Yes Advisory Board (4 internal and 4 external professionals) held a meeting on May 8, 2023	Meets expectation
Number of guest speakers on average for each course	Average of 1 guest speaker per Sport Management course.	A total of 29 guest speakers for class and 17 speakers for the annual SEMO SM conference	Exceeds expectation

Graduating Senior Exit Survey: items “quality of knowledge content in major”, “quality of instructors”, and “quality of advisement.”	Graduating Senior Exit Survey (indirect): 75% of students report a score of 4 (4 = exceeds expectations) on “quality of knowledge content in major”, “quality of instructors”, and “quality of advisement”.	Quality of knowledge content in major= 78.57% (M= 4.09)	Meets expectation
		Quality of instructors=92.85% (M=4.45)	Exceeds expectation
		Quality of advisement=78.57% (M=4.45)	Meets expectation
Site Supervisors Evaluation of Student Intern’s Professional Preparation: “effectiveness of curriculum”	Site Supervisors Evaluation of Student Intern’s Professional Preparation: 80% of site supervisors score “effectiveness of curriculum” 4 or higher.	92.85% 13 students out of 14 received a score of 4 or higher	Exceeds expectation
OEG 3: To engage in the sport industry as faculty (through research, professional organizations, volunteering, and in other ways such as board membership or consulting).			
Professional Development Seminar Attendance; sport organization volunteering, board membership or consulting; professional conference attendance, presentations, and peer-reviewed publications	Each full-time faculty member is actively engaged through conference attendance, presentations, publications, sport organization board membership, sport organization volunteering, or consulting annually. (yes/no)	Yes Conference attendance = 3 Presentations = 5 Publications = 4 Work in Progress = 2 Board Memberships = No Sport Organization Volunteering = Yes	Meets expectation
Professional Development Seminar Attendance	Each faculty member will attend more than 2 per year. (There are 2 faculty development days annually).	Faculty member A = 4 Faculty member B = 5 Faculty member C = 6 Faculty member D = 12	Exceeds expectation
Professional memberships	Each full-time faculty member has at least 1 professional membership	Total Faculty Memberships = 16 Faculty member A = 6	Exceeds expectation

		Faculty member B = 3 Faculty member C = 5 Faculty member C = 2	
--	--	---	--

Note: You are not required to have five OEGs – you may have more or fewer.

Required Narrative: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.

Graduation rates and retention (OEG1) met/exceeded expectations and continue to be a point of emphasis for the Sport Management program. After the retirement of Dr. Easter, a former primary investor, the SM faculty members convened meetings and reached a consensus to present the retention and graduation rates specifically for students who declared the sport management program. Consequently, students who have not yet declared their major in Sport Management were excluded from this report.

The increase in graduation and retention rates can be attributed to several key factors within our Sport Management program. One major factor is the curriculum modification that took place during the 2021-2022 academic year, which introduced a diverse range of courses, allowing students to explore various aspects of Sport Management thoroughly.

Another crucial aspect contributing to our success is the unwavering support we provide in helping Sport Management students secure practicum and internship opportunities. This success is largely due to the strong relationship our faculty members have cultivated with the SEMO Athletics Department. Through official and unofficial meetings, we have fostered a positive and productive partnership that benefits our students tremendously.

Additionally, the annual SEMO Sport Management Conference and Networking Event has played a significant role in enhancing student satisfaction. This event offers an invaluable opportunity for our students to meet and learn from professionals working in various sport management fields, further enriching their educational experience.

Furthermore, our commitment to providing hands-on experiences for students has garnered positive impressions and feedback. Engaging activities, such as professional research conference presentation, stadium tours, attending professional sports games, participating in the NFL draft, and collaborating with SEMO Athletics, have all contributed to fostering a favorable learning environment for our students.

Moving forward, our Sport Management faculty will continue to emphasize and prioritize real-world field experiences to maximize student satisfaction and achieve positive outcomes. By maintaining this focus, we aim to further enhance the success of our program and ensure the continued growth and success of our students in the field of Sport Management.

For OEG2, the Sport Management program met/exceeded expectations for establishing and maintaining relationships with key stakeholder in all areas. The Sport Management faculty has made a substantial impact on fostering connections with professionals in the sports industry, hosting a total of 29 guest speakers in various classes. Moreover, they have consistently sought opportunities to interact with professionals from major, minor, and community sporting

organizations. These interactions provide our students with valuable insights into current issues and hands-on experiences, surpassing expectations in the quality of knowledge imparted by both the program and instructors.

Furthermore, the faculty members have cultivated unique and strong relationships with the students, leading to exceptional advisement quality. This close bond with the students not only enhances their academic journey but also exceeds expectations in providing personalized and effective guidance throughout their time in the Sport Management program. Lastly, the practicum and internship instructors maintain constant communication with the site supervisors, diligently monitoring our students' performance and status throughout their placements.

For OEG3, faculty members met/exceeded expectations by engaging in both academic and practical fields. The faculty members keep are dedicatedly committed to both research and seminars.

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution: Southeast Missouri State University

Program/Specialized Accreditor(s): Commission on Sport Management Accreditation

Institutional Accreditor: Higher Learning Commission

Date of Next Comprehensive Program Accreditation Review: 2028

Date of Next Comprehensive Institutional Accreditation Review: 2029-2030

URL where accreditation status is stated: <https://semo.edu/academics/programs/education-health/allied-health/sport-management.html>

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: AY2022 # of Graduates: 14 Graduation Rate: 87%
2. Average Time to Degree: 4-Year Degree: _____ 5-year Degree _____
3. Annual Transfer Activity (into Program): Year: AY2022
of Transfers: _____ Transfer Rate: _____
4. Graduates Entering Graduate School: Year: AY2022
of Graduates: 14 # Entering Graduate School: 1
5. Job Placement (if appropriate): Year: 2021
of Graduates: _____ # Employed: 13