

## Student Learning Outcomes Matrix - Academic Year 2020 – 2021

| 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<br>Meets expectation<br>Exceeds expectation<br>Insufficient data |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>SLO1: Demonstrate understanding of sport management principles and fundamentals</b>                                                    |                                                                                                                                                            |                                   |                                              |                                                                |                                                                                                                |
| <b>Measure 1</b><br>Portfolio submitted in the senior year in SM 470                                                                      | Portfolio Rubric:<br>75% of students will score an average score of 4 or higher across all sport management competency categories.                         | 9<br>M = 4.07                     | 6                                            | 67%                                                            | Does Not Meet Expectation                                                                                      |
| <b>Measure 2</b><br>Organizational Analysis Paper submitted at the end of the Internship in senior year.                                  | The Organizational Analysis Paper Rubric:<br>75% of students will score an average score of 4 or higher across all sport management competency categories. | 9<br>M=3.99                       | 7                                            | 78%                                                            | Meets Expectation                                                                                              |
| <b>Measure 3</b><br>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.   | 8<br>M = 4.63                     | 8                                            | 100%                                                           | Exceeds Expectation                                                                                            |
| <b>Measure 4</b><br>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.                                         | 8<br>M=4.63                       | 8                                            | 100%                                                           | Exceeds Expectation                                                                                            |
| <b>SLO 2 Demonstrate ability to use critical thinking skills to analyze problems and propose solutions to sport management situations</b> |                                                                                                                                                            |                                   |                                              |                                                                |                                                                                                                |
| <b>Measure 1</b><br>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                              | 9<br>M=4.11                       | 7                                            | 78%                                                            | Meets Expectation                                                                                              |
| <b>Measure 2</b><br>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 proficient in critical thinking skills.                               | 10<br>M=79.81                     | 6                                            | 60%                                                            | Does Not Meet Expectation                                                                                      |

|                                                                                                                                                                                                      |                                                                                                                                                                              |               |   |       |                           |
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| <b>Measure 3</b><br>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.                                                                                           | 9<br>M = 4.22 | 7 | 78%   | Meets Expectation         |
| <b>Measure 4</b><br>Internship Final Evaluation                                                                                                                                                      | 80% of students will score 4 out of 5 or higher on critical thinking skills item.                                                                                            | 8<br>M=4.13   | 5 | 62.5% | Does Not Meet Expectation |
| <b>SLO 3</b> Utilize effective oral and written communication skills in the professional context of sport management                                                                                 |                                                                                                                                                                              |               |   |       |                           |
| <b>Measure 1</b><br>Portfolio submitted in the senior year in SM 570.                                                                                                                                | Portfolio rubric: 75% of students will have a written communication skills score of 4 out of 5 or higher.                                                                    | 9<br>M = 3.89 | 7 | 78%   | Meets Expectation         |
| <b>Measure 2</b><br>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                                       | 9<br>M=4.00   | 7 | 78%   | Meets Expectation         |
| <b>Measure 3</b><br>WP003 scores                                                                                                                                                                     | Sport management pass rate will be above 80%                                                                                                                                 | N/A           |   |       |                           |
| <b>Measure 4</b><br>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" | 8<br>M=4.63   | 8 | 100%  | Exceeds Expectation       |
| <b>Measure 5</b><br>Internship Final Evaluation                                                                                                                                                      | 80% of students will have a score of 4 out of 5 or higher on written and oral communication item.                                                                            | 8<br>M=4.75   | 8 | 100%  | Exceeds Expectation       |
| <b>SLO 4</b> Demonstrate proficiency in using technology for analysis and communication.                                                                                                             |                                                                                                                                                                              |               |   |       |                           |
| <b>Measure 1</b><br>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.) | Portfolio Rubric: 75% of students will score 4 out of 5 or higher in Technology Skills section.                                                                              | 9<br>M=4.56   | 9 | 100%  | Exceeds Expectation       |
| <b>Measure 2</b><br>Technological proficiency is demonstrated through professional presentation of                                                                                                   | 75% of students will achieve a mean score of 4 or higher on the technological proficiency section.                                                                           | 9<br>M=4.22   | 7 | 78%   | Meets Expectation         |

|                                                                                                                                                                               |                                                                                                             |              |   |      |                     |
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| the organizational analysis paper and including visual displays such as tables, charts, graphics, and appendices verifying projects students completed during the internship. |                                                                                                             |              |   |      |                     |
| <b>Measure 3</b><br>Score of 75% or higher on standard test of MS Office 2010 in 4 software areas administered in the course MI 101.                                          | Students earn a “C” or higher in MI 101.                                                                    |              |   |      | Meets expectation   |
| <b>Measure 4</b><br>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 | 8<br>M= 4.63 | 8 | 100% | Exceeds Expectation |
| <b>Measure 5</b><br>Internship Final Evaluation                                                                                                                               | Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology | 8<br>M=4.75  | 8 | 100% | Exceeds Expectation |

**Required Narrative:**

**SLO 1:** Four measures were used. Only the portfolio data did not meet the expectation. Portfolios are collected at the end of the semester when students may feel the most fatigue. COVID fatigue and uncertainty may have contributed to the lower quality. Sport Communications was the lowest score. Only a few students in the cohort took the new MC204 Strategic Sport Communications course as an elective. The course is required for students matriculating 2019-2020 and beyond. Two other areas to continue to monitor are International Sport and Diversity . Faculty will explore additional ways to enhance and monitor the areas of International Sport and Diversity as well as improved retention of portfolio material at the Sport Management faculty retreat in August.

**SLO 2:** Four measures were used to assess SLO2. There were mixed results with 2 measures meeting expectations and 2 measures that did not meet expectations. This must be carefully monitored to determine if it is a trend or an anomaly.

**SLO 3:** Four measures were used to assess SLO3. All measures met or exceeded expectations. Faculty will continue to monitor student learning outcomes.

**SLO 4:** Five measures were used to assess SLO4. All measures met or exceeded expectations. Faculty will continue to monitor student learning outcomes. Some work was added to assignments in SM360 and MK351 that indicate student competency in graphic design. That has been an area of focus.

*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).

COVID-19 additional explanation requirements: Discuss what modifications you made to your O/A plan, instrument changes, changes in required hours, if/how you fell short in data collection, what was difficult to measure and include how this circumstance has impacted how you are moving forward with outcomes assessment data collection.

#### COVID-19 Impact:

*No modifications were made to the Outcomes Assessment Plan due to COVID-19. There were changes made to the number of required internship log hours during spring 2020 and summer 2020 (only summer 2020 impacts this annual report. Students have been stressed and less connected since the pandemic began. Classes included face-to-face courses, courses that were hybrid with ½ of students in person and ½ of students meeting by zoom for classrooms that did not meet space requirements for social distancing, and online. Attendance was more sporadic due to COVID 19 and students just feeling more stress which was especially apparent at the end of each semester when student portfolios were collected in each course, including SM 470 Sport Management Internship and the Organizational Analysis Paper. Student portfolios included work completed during COVID. Some students were missing assignments in specific courses taken during COVID when there were higher than normal student absences. It is unknown how COVID impacted work for interns on the organizational analysis paper.*

*There has been an impact on student graduation rates with NCAA Student Athletes having additional eligibility and students deciding to stay in school longer during the pandemic.*

*As we move forward with data collection, particularly with the portfolio, continued emphasis on the importance of collecting and storing assignments for each class will continue. The faculty will continue to search for more effective and efficient ways to encourage and facilitate this process. This will be a topic at the 2021 sport management faculty retreat.*

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2020-21

| 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:<br>Does not meet expectation<br>Meets expectation<br>Exceeds expectation<br>Insufficient data |
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| <b>OEG 1</b> – To maintain optimal enrollment, student retention and graduation rates in sport management. Optimal is defined as consistent with the University’s rates and working toward the University’s goals. |                                                                                                                        |                                                                                                                                                                                   |                                                                                                                   |
| Graduation rates (6-year cohort of pre-sport management majors and 2-year cohort BSSM admitted students)                                                                                                           | 6-year Graduation rate of 55% of pre-majors within the University or the University’s rate whichever is higher by 2027 | 2014 cohort graduation rate (pre-major within University)=50%<br><br>University Graduation rate is 50.7%                                                                          | Does not meet expectation                                                                                         |
|                                                                                                                                                                                                                    | Bachelor of Science in Sport Management (BSSM) admitted student 2-year graduation rate of 70% with goal of 75% by 2027 | AY 2018 cohort: 69% graduated in BSSM (9 of 13 all in sport management; 1 on track to graduate in sport management by summer 2021; 3 had probationary semester to repeat courses) | Does not meet expectation                                                                                         |

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| Retention Rates (first-year students to sophomore retention and BSSM admitted students 1 year retention)                                                           | Freshman to Sophomore pre-major Retention Rates within University equal to the University's rate or 72.5% whichever is higher<br><br>BSSM admitted student 1 year retention rate of 75% with a goal of 80% by 2027 | Fall 2019 cohort 69%<br><br>Fall 2019: 3 retained (3 admitted 100% retained to Fall 2020<br>Spring 2020: 4 retained (4 admitted, 100% retained to Spring 2021) | Does not meet expectation<br><br>Exceeds 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"                                                                   | 75%                                                                                                                                                            | .Does not meet expectation                           |
| <b>OEG 2: To establish and maintain relationships with key stakeholder groups (students, alumni, campus departments, regional and global sport organizations).</b> |                                                                                                                                                                                                                    |                                                                                                                                                                |                                                      |
| 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<br><br>4/21/2021                                                                                                                                           | Meets expectation                                    |
| Number of guest speakers on average for each course                                                                                                                | Average of 1 guest speaker per Sport Management lecture type course.                                                                                                                                               |                                                                                                                                                                | Insufficient data                                    |
| Graduating Senior Exit Survey: items "quality of knowledge content in major", "quality of                                                                          | Graduating Senior Exit Survey (indirect): 75% of students report a                                                                                                                                                 | quality of knowledge content in major= 100%                                                                                                                    | Exceeds expectation                                  |

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| instructors”, and “quality of advisement.”                                                                                                                                                      | score of 4 (4 = exceeds expectations) on “quality of knowledge content in major”, “quality of instructors”, and “quality of advisement”.                                                                             | quality of instructors =87.5%<br><br>quality of advisement =87.5%                                                               | Exceeds expectation<br><br>Exceeds 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.                                                                   | 100%                                                                                                                            | Exceeds expectation                                                                |
| <b>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).</b>                |                                                                                                                                                                                                                      |                                                                                                                                 |                                                                                    |
| 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) | Presentations = 0<br>Publications = 0<br>Work in Progress =0<br>Board Memberships =1<br>Sport Organization Volunteering-3 (yes) | Does not meet expectation<br><br><br><br><br><br><br><br><br><br>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<br>Faculty member B =20                                                                                    | Exceeds expectation                                                                |
| Professional memberships                                                                                                                                                                        | Each full-time faculty member has at least 1                                                                                                                                                                         | Total Faculty Memberships = 4                                                                                                   | Meets expectation                                                                  |

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| <p><b>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.</b></p> <p>Graduation rates and retention (OEG1) did not meet expectations and continues to be a point of emphasis not only for sport management, but the university. The 6-year graduation rate for the 2014 sport management cohort was 0.7% lower than the university’s graduation rate. The 2018 cohort of students formally admitted to the sport management program was 69% just below the current goal of 70%. The freshman to sophomore retention rate for the fall 2019 69% or 3.5% below the goal, however, the one-year retention rate for students admitted to the program was 100%. Finally, the graduating senior exit survey reported an overall quality of the major at 75%, just below the 80% goal. A small cohort size may have contributed to this number.</p> <p>The faculty will continue to work toward improved graduation and retention rates by participating in the “Master Advisor” training program and seeking to engage students outside the classroom in sport management opportunities (research, career fairs, conferences, etc.)</p> <p>Beginning fall 2021 the Sport Management Learning Community will offer freshman and new transfer sport management majors an opportunity to live together in a residence hall and take at least one class together each semester. The university has used this program as a part of the retention plan with other majors and student interests. Part of the sport management plan is to introduce these beginning students to our upper-level Sport Management Society students with social activities and career enhancing opportunities.</p> <p>A change made in the business administration prerequisite (math) and a proposed change in the number of hours required for the business minor may positively impact the sport management program as well.</p> <p>For OEG2 the program either met or exceeded expectations for establishing and maintaining relationships with key stakeholders in all areas except the first-time goal of guest speakers in each class. The data for this measure was insufficient but will be kept and reported in subsequent years. Covid protocols and the complete disruption of classroom teaching may have contributed to this.</p> <p>OEG3 (engaging the sport industry through research, professional organizations, volunteering, etc.) met or exceeded expectations for all areas except presentations and publications. Travel restrictions and faculty retirement contributed to not meeting this assessment. In 2021 the new tenure-track faculty will be expected to be involved in research activities.</p> |                         |               |  |
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**SECTION 3: PROGRAM DIVERSITY PERFORMANCE DATA**

**(completed by all programs)**

COMPLETE THIS FORM OR PROVIDE THE SAME INFORMATION IN A FORMAT  
ALREADY IN USE

| <b>Dashboard Data</b>                                                                                                 |                                                             |                                   |                   |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------|-------------------|
| <b>Total Sport Management Undergraduate Enrollment (majors, minors, tracks, concentrations)</b>                       | <b>92 undergraduate Sport Management students Fall 2020</b> |                                   |                   |
| <b>Total Sport Management Master's Enrollment (majors, minors, tracks, concentrations)</b>                            | NA                                                          |                                   |                   |
| <b>Total Sport Management Doctoral Enrollment (majors, minors, tracks, concentrations)</b>                            | NA                                                          |                                   |                   |
| <b>Percentages of female and male majors (separate out undergraduate, master's and doctoral)</b>                      |                                                             | <b>Number</b>                     | <b>Percentage</b> |
|                                                                                                                       | # Female                                                    | 9                                 | 9.78%             |
|                                                                                                                       | # Male                                                      | 83                                | 90.22%            |
| <b>Student Demographics: Number of Students by race/ethnicity (separate out undergraduate, master's and doctoral)</b> |                                                             | <b>Number</b>                     | <b>Percentage</b> |
|                                                                                                                       | # African American/Black                                    | 17                                | 18.48%            |
|                                                                                                                       | # American Indian/Alaskan Native                            |                                   |                   |
|                                                                                                                       | # Asian                                                     |                                   |                   |
|                                                                                                                       | # Caucasian/White                                           | 65                                | 70.65%            |
|                                                                                                                       | # Hispanic/Latinx                                           | 4                                 | 4.35%             |
|                                                                                                                       | # Native Hawaiian/Pacific Islander                          |                                   |                   |
|                                                                                                                       | # Two or more races                                         | 3                                 | 3.26%             |
|                                                                                                                       | # Unknown                                                   | 3                                 | 3.26%             |
| <b>Student: Faculty Advising Ratio</b>                                                                                |                                                             | <b>Number</b>                     |                   |
|                                                                                                                       | #Students                                                   |                                   |                   |
|                                                                                                                       | #Faculty                                                    |                                   |                   |
| <b>Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty</b>                                    |                                                             | <b>Number</b>                     | <b>Percentage</b> |
|                                                                                                                       | Full-time faculty                                           | 2                                 | 100%              |
|                                                                                                                       | #Tenured faculty                                            | 1                                 | 50%               |
|                                                                                                                       | #Tenured track faculty                                      |                                   |                   |
| <b>Total Number of Part Time/Adjunct Sport Management Faculty</b>                                                     |                                                             | <b>Number</b>                     | <b>Percentage</b> |
|                                                                                                                       | Adjunct                                                     | 1                                 |                   |
|                                                                                                                       | #PT faculty                                                 | 1 (Adjunct position is part time) |                   |
| <b>Ratio of Male and Female Faculty</b>                                                                               |                                                             | <b>Number</b>                     |                   |
|                                                                                                                       | #Female Faculty                                             | 2                                 |                   |
|                                                                                                                       | #Male Faculty                                               | 0                                 |                   |
| <b>Faculty Demographics: Number of Faculty by race/ethnicity</b>                                                      |                                                             | <b>Number</b>                     | <b>Percentage</b> |
|                                                                                                                       | # African American/Black                                    |                                   |                   |
|                                                                                                                       | # American Indian/Alaskan Native                            |                                   |                   |
|                                                                                                                       | # Asian                                                     |                                   |                   |
|                                                                                                                       | # Caucasian/White                                           | 2                                 | 100%              |
|                                                                                                                       | # Hispanic/Latinx                                           |                                   |                   |
|                                                                                                                       | # Native Hawaiian/Pacific Islander                          |                                   |                   |
|                                                                                                                       | # Two or more races                                         |                                   |                   |
|                                                                                                                       | # Unknown                                                   |                                   |                   |

