

**Program-Level Student Learning Outcomes Matrix –
Academic Year 2018 – 2019**

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO1: Demonstrate understanding of sport management principles and fundamentals including: foundations of sport management, management and leadership of sport organizations, sport ethics, sport marketing, financial aspects of sport, sport communication, legal aspects of sport, international sport , and sport governance.					
Measure 1 Portfolio submitted in the senior year in SM 570	Portfolio Rubric: 75% of students will score an average score of 4 or higher across all sport management competency categories.	24 M= 3.86	15	63%	Does not meet 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.	28 M = 4.19	23	82%	Meets expectation
Measure 3 Evaluation by Site Supervisor of Internship Student's Professional Preparation.	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.	28 M = 4.57	26	93%	Exceeds expectation
Measure 4 Graduating Senior Exit Survey	80% student evaluation of the quality of their academic preparation in their major is 4 or	25 M= 3.904	22	88%	Meets expectation

	above on 5 point scale.				
<p>**Explanation of course action for intended outcomes not realized:</p> <p>Four measures were used to assess SLO1. The intended outcomes were realized for every measure except the student portfolio data. Faculty believe there are two main driving factors. (1) Data is collected when students have not completed all required sport management courses (either because they elect to complete their internship prior to their senior year or because new courses have been added to the curriculum), and (2) inconsistency and miscommunication of required elements for the portfolio. The prerequisites for SM 470 Sport Management Internship were changed so that students with catalog year 2019-2020 will be required to complete all courses before completing the internship and students with earlier catalog years are advised to take the internship as the final requirement. Additionally, faculty have developed a checklist for students with the required artifacts from each course to include in the portfolio. Student portfolios will be a required assignment for each sport management course so that students are rewarded for keeping their portfolio current. We will continue to monitor scores in international sport, sport finance, sport economics, and sport communications to determine trends and any needed curricular change since outcomes on different measures given conflicting results in those areas.</p>					
<p>SLO 2 Demonstrate ability to use critical thinking skills to analyze problems and propose solutions to sport management situations</p>					
<p>Measure 1 Organizational Analysis Paper submitted at the end of the Internship in senior year</p>	<p>75% of students score of 4 out of 5 or higher in critical thinking skills section of the organizational analysis paper rubric.</p>	<p>28 M = 4.43</p>	<p>26</p>	<p>93%</p>	<p>Meets expectation</p>
<p>Measure 2 SM 570 case study analysis papers evaluated with rubric.</p>	<p>75% of students must average 75% or higher on the four case studies to be considered proficient in critical thinking skills.</p>	<p>26 M= 82.65</p>	<p>25</p>	<p>96%</p>	<p>Meets expectation</p>
<p>Measure 3 Portfolio submitted in the senior year in SM 570</p>	<p>75% of students will have a score of 4 or higher on critical thinking skills item.</p>	<p>24 M = 4.27</p>	<p>23</p>	<p>91%</p>	<p>Meets expectation</p>
<p>Measure 4</p>	<p>Mean MAPP2 scores will be</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>Insufficient data</p>

MAPP 2 scores assessed by the University, after the student has completed 90 credit hours.	above the mean of the College of Education, Health and Human Studies				
Measure 5 Internship Final Evaluation	80% of students will score 4 out of 5 or higher on critical thinking skills item.	28 M=4.57	25	89%	Meets expectation
<p>**Explanation of course action for intended outcomes not realized: 4 measures were used for this learning outcome. The intended outcome was realized. Next year the University will no longer use MAPP2 with the University changing to a direct measure of from a student writing sample which will be scored using the Critical Thinking VALUE Rubric for the Association of American Colleges and Universities (https://www.aacu.org/value/rubrics/critical-thinking) so the Outcomes Assessment Plan will be adjusted. We will continue to monitor for trends. In AY 2018 the University used a 30 question version of the MAPP 2 exam which did not permit the critical thinking score to be extrapolated.</p>					
SLO 3 Utilize effective oral and written communication skills in the professional context of sport management					
Measure 1 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.	24 M=3.94	19	79%	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	28 M=4.04	21	75%	Meets expectation
Measure 3 WP003 scores	Sport management	M = 8.41		100%	Meets expectation

	pass rate will be above 80%				
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.	28 M=4.36	24	86%	Meets expectation
**Explanation of course action for intended outcomes not realized: This learning outcome was assessed using 4 measures. The intended outcome was realized based on 3 of the measures. The University intends to continue using WP003 as a measure of student writing proficiency.					
SLO 4: Demonstrate proficiency in using technology for analysis and communication.					
Measure 1 Portfolio submitted in the senior year in SM 570 (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.	24 M=4.38	23	96%	Meets expectation
Measure 2 Technological proficiency is demonstrated through professional presentation of the organizational analysis paper and including visual displays such as tables, charts, graphics, and appendices	75% of students will achieve a mean score of 4 or higher on the technological proficiency section.	28 M=4.61	28	100%	Exceeds expectation

verifying projects students completed during the internship.					
Measure 3 Score of 75% or higher on standard test of MS Office 2007 in 4 software areas administered in the course AD 101.	Students earn a “C” or higher in AD 101.				Meets expectation
Measure 4 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	29 M=4.32	24	83%	Meets expectation
Measure 5 Internship Final Evaluation	Evaluation Form: 80% of students will achieve a mean score of 4 or higher on use of basic office technology	28 M=4.64	27	96%	Meets expectation
<p>**Explanation of course action for intended outcomes not realized: 5 measures were used to assess this student learning outcome. The intended outcomes were realized. However, internship supervisors comment on specific technologies such as graphic design or ticketing software which our students lack specific to sport industry segments. We will continue to monitor for trends and explore how to expose students to technology beyond basic office software.</p>					

Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1: To maintain optimal enrollment and student retention and graduation rates in sport management.			
<p>Measure 1 Graduation rates; Freshmen to Sophomore retention rates</p>	<p>Graduation rate equal to or higher than the University's rate; Freshmen to sophomore retention rate equal to or higher than the University's rate</p>	<p>6 year university graduation rate for 2012 cohort = 48.8%</p> <p>Pre-Sport Management 6 year graduation rate = 28.1% within major</p> <p>Pre-Sport management 6 year graduation rate within University = 65.6%</p> <p>University's freshman to sophomore retention rate was 74.4% from 2017-2018</p> <p>Pre-Sport Management freshman to sophomore retention rate = 36.4 within major</p> <p>Pre-Sport Management freshman to sophomore retention rate within University = 68.2%</p> <p>1 year retention rate for cohort formally admitted to BSSM in AY 2018 =70.6% and 94.12%</p>	<p>Retention rate for cohort formally admitted to BSSM does not meets expectation.</p> <p>Graduation rate for cohort formally admitted to BSSM meets expectation.</p> <p>Pre-Sport Management Major retention rate does not meet expectation.</p> <p>Pre-Sport Management Major graduation rate does not meet expectation.</p>

		retained at University. BSSM 2016 cohort 82.35% graduated by 2018 AY.	
Measure 2 Graduating Senior Exit Survey:	80% of students report a score of 4 or higher on "overall quality of the major" exceeds expectations.	88% report score of 4 or higher M = 3.904	Meets expectation.
OEG 2: To establish and maintain relationships with key stakeholder groups (students, alumni, campus departments, regional sport organizations).			
Measure 1 Advisory Board Minutes	Advisory board met fall 2018, actions taken with curricular changes based on recommendations	Meeting January 18, 2019	Meets expectation
Measure 2 Graduating Senior Exit Survey:	75% of students report a score of 4 or higher on "quality of knowledge content in major", "quality of instructors" and "quality of advisement"	88% on quality of knowledge content; 88% on quality of instructors; 92% on quality of advisement	Exceeds expectation
Measure 3 Site Supervisor Evaluation of Student Intern's Professional Preparation	80% of site supervisors score effectiveness of curriculum 4 or higher.	M = 4.32 83% of internship supervisors rated curriculum effectiveness a 4 or higher.	Meets expectation
OEG 3: To grow in providing effective teaching and learning and commitment to the teacher scholar model.			
Measure 1 Attendance at Professional Conferences, Presentations, Peer Reviewed Journal Publications	Number of conferences attended, professional memberships, state/national/international presentations, peer reviewed journal publications and books or monographs for the year > than number of full-time sport management faculty	Conferences = 3 Memberships = 6 Presentations = 2 Publications = 1 Work in Progress = 3	Meets expectation in all areas except presentations and publications.
Measure 2 Professional Development Seminar Attendance	Each faculty member will attend more than 2 per year. (There are 2 faculty development days annually).	Faculty member A = 5 Faculty member B = 3 Faculty member C = 4	Meets expectation
**Explanation of course action for intended outcomes not realized:			

OEG1: Two measures were used to assess OEG1. Retention rates and graduation rates show the impact of faculty working to help students find other majors if they struggle with courses required for admission to the BSSM program. The graduation rate of pre-majors within the University improved from the previous year though it lags behind the University's rate and goal. As of spring 2019 all Sport Management faculty have completed Master Advisor training which will help us more effectively advise current students. Additionally, the self-study process and strategic planning in the College is helping us understand our students and how to talk with prospective students to help them understand the program and its requirements and to help them think about how to reach their career goals. The graduation rate of pre-majors has improved every year since we began to track it. The graduation rate of students admitted to the BSSM program meets expectations. The retention of BSSM admitted students was lower than expected. There were more students who changed majors after being admitted to the BSSM this year. We will track this and explore potential causes.

OEG2: Three measures were used to assess OEG2. The intended outcomes were realized.

OEG3: Multiple measures were used. Scholarly involvement through presentations and publications was lower than expected for the second year. Our faculty includes faculty at various stages of their careers and with different types of appointments (tenured, tenure track, regular nontenure track) and University expectations vary. The teacher-scholar model requires involvement professionally in a variety of ways that should be defined by a wider range of activities in our measures. We will adjust this for 2018-2019 to include professional engagement with sport organizations through volunteering, board memberships and consulting. These activities serve to stimulate and enhance both scholarship and teaching. We will explore moving student exit survey data on "quality of instructors" to this section and other measures of teaching effectiveness such as peer and chair evaluations.

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.

PROGRAM INFORMATION PROFILE

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

Name of Institution

Institution: Southeast Missouri State University

Program Accrerator: Commission on Sport Management Accreditation (COSMA)

Institutional Accrerator: Higher Learning Commission through Academic Quality Improvement Program (AQIP)

Date of Next Comprehensive Program Accreditation Review: October 2020

Date of Next Comprehensive Institutional Accreditation Review: 2019-2020

To learn more about the accredited status of the program, click here:

<https://semo.edu/knr/academics/undergrad/sportmanagement.html>

Program Context and Mission

Program Mission: The mission of the Sport Management program is to provide undergraduate and graduate students with professional education in the sport industry by emphasizing both theoretical and experiential learning as the twin pillars for success in a challenging and personal atmosphere

Program Goals: _____

Learning Goals: • To provide undergraduate and graduate students with a supportive environment and challenging educational experiences. • To prepare undergraduate and graduate students to communicate professionally and effectively both orally and in writing using multiple forms of media. • To prepare undergraduate and graduate students to utilize technology with proficiency to aide in analysis and communication. • To equip undergraduate and graduate students with knowledge and skills necessary to work in and serve sport organizations in our multistate region. • To facilitate collaboration among students, faculty, and regional professionals in application of sport theory.

Brief Description of Student Population: The student population at the University is 59.5% female and 40.5% male. It includes 8% Black/African American, 2.04% Hispanic and 9.71% students from other minority groups. There were 633 international students from 65 countries at the University. Most undergraduate students are from Missouri (82%) though there are students from all 50 states. The average age of undergraduate students is 22. More than 5,000 students participate in intramural sports or sports clubs. The average ACT score is 22.6 for full-time freshmen. The student to faculty ratio is 20 to 1 and most freshmen are in classes of 30-35 students. In the fall of 2018 there were 96 declared Sport Management majors.

Admissions Requirements: Admission to B.S. in Sport Management requires (1) Cumulative 2.5 GPA, (2) Complete a minimum 20 semester degree credit hours, (3) Complete the following courses with a grade of "C" or better: AD 101, MA 116, SC 105, EN 140, and SM 220

Indicators of Effectiveness with Undergraduates As Determined by the Program

1. Graduation

Year: AY 2017 # of Graduates: 13 (AY 2017) Graduation
Rate: 28.1% (pre-sport management), 65.6% pre-major within University, 82.35% of those

formally admitted to BSSM degree graduated, 2 more from the cohort are on-track to graduate in summer 2019.

2. Completion of Educational Goal (other than certificate or degree – if data collected)
of Students Surveyed: __ # Completing Goal: _____
3. Average Time to Certificate or Degree
1-Year Certificate: _____ 2-Year Degree: _____ 4-Year Degree: _____
4. Annual Transfer Activity
Year: __ # of Transfers: _____ Transfer Rate: _____
5. Graduates Entering Graduate School
Year: 2018 # of Graduates: 17 # Entering Graduate School: 2
(11.76%)
6. Job Placement (if appropriate)
Year: 2018 # of Graduates: 17 # Employed: 14 (82.35%) 8
(47.1%) employed in sport
7. Licensure/Certification Examination Results: _____

8. Additional Indicators, if any: _____

