

## Student Learning Outcomes Matrix - Academic Year 2021 – 2022

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
<b>SLO 1 – Demonstrate basic knowledge and understanding of fundamental principles requisite for professional success in the sport management profession.</b>							
<b>Internship Portfolio (direct measure 1)</b>	80% of students will meet an “accomplished” standard	30	21	Requirements	60%	Failed	<b>Does not meet expectations</b>
				Content	70%	Failed	
				Organization	73.3%	Failed	
				Writing/Clarity	70%	Failed	
				Overall	70%	Failed	
<b>Core Assignments (direct measure 2)</b>	80% of students will meet an “acceptable” standard	653	471	72.1%			<b>Does not meet expectations</b>
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	29	96.6%			Meets expectations
<b>SLO 2 – Demonstrate the ability to make sound ethical decisions in sport management profession</b>							
<b>SPT 320 Moral Dilemma Project (direct measure 1)</b>	80% of students will meet an “acceptable” standard	33	31	Ethical Dilemma	98.5%	Passed	Meets expectations
				Presenter Ethics	98.5%	Passed	
				Decision Making	98.5%	Passed	
				Decision Resolution	92.4%	Passed	
				Model Used	98.5%	Passed	
				Question & Answer	98.5%	Passed	
				PPT Professionalism	92.4%	Passed	
				Outline	100%	Passed	
				Written Paper	100%	Passed	
				Overall	93.9%	Passed	
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	30	100%			Meets expectations
<b>Senior Exit Survey (indirect measure 2 – Question #A6)</b>	Receive an average score of 4.0 or higher	18	4.44	-			Meets expectations

<b>SLO 3 – Demonstrate the ability to solve problems inherent in the sport business industry</b>							
<b>Internship Research/Work Portfolio (direct measure 1)</b>	80% of students will meet an “accomplished” standard	30	15	Purpose	80%	Passed	<b>Does not meet expectations</b>
				Process	73.3%	Failed	
				Reflection	76.6%	Failed	
				Application	86.6%	Passed	
				Supervisor	73.3%	Failed	
				Overall	50%	Failed	
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	30	100%			Meets expectations
<b>Senior Exit Survey (indirect measure 2 – Question #A5)</b>	Receive an average score of 4.0 or higher	18	4.89	-			Meets expectations
<b>SLO 4 – Demonstrate the ability to communicate effectively in oral formats utilized in the sport management profession</b>							
<b>SPT 305 Oral Presentation (direct measure 1)</b>	80% of students will meet an “accomplished” standard	52	37	Structure	100%	Passed	<b>Does not meet expectations</b>
				Eye Contact	67.3%	Failed	
				Engagement	21.2%	Failed	
				Articulation	96.2%	Passed	
				Kinetics	78.8%	Failed	
				Time Management	59.6%	Failed	
				Overall	71.1%	Failed	
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	29	96.6%			Meets expectations
<b>Senior Exit Survey (indirect measure 2 – Question #A1)</b>	Receive an average score of 4.0 or higher	18	5.0	-			Meets expectations
<b>SLO 5 – Demonstrate the ability to communicate effectively in written formats utilized in the sport management profession</b>							
<b>SPT 350 Structured Portfolio (direct measure 1)</b>	80% of students will meet an “accomplished” standard	30	21	70.0%			<b>Does not meet expectations</b>
<b>SPT 345 Cultural Diversity Reflection (direct measure 2)</b>	80% of students will meet an “acceptable” standard	43	39	Information Seeking	91.2%	Passed	Meet expectations
				Analysis	80%	Passed	
				Organization	80%	Passed	
				Documentation	80.8%	Passed	
				Overall	90.6%	Passed	
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	29	96.6%			Meet expectations

<b>Senior Exit Survey (indirect measure 2 – Question #A2)</b>	Receive an average score of 4.0 or higher	18	5	-	Meets expectations
<b>SLO 6 – Demonstrate the ability to articulate the global scope of sport and recognize diversity issues in sport management</b>					
<b>SPT 345 International Business Plan (direct measure 1)</b>	80% of students will meet an “acceptable” standard	43	39	90.6% <sup>1</sup>	Meets expectations
<b>Internship Supervisor Evaluation (indirect measure 1)</b>	80% of students will receive a 4.0 or higher	30	30	100%	Meets expectations

*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.*

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<sup>1</sup> Data collection for the International Business Plan assignment in SPT 345 will be adjusted for the 2022-2023AY to separate benchmarking results from the Cultural Diversity Reflection paper in the same course.

## 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: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>OEG 1 – Recruit, hire, and retain diverse, high quality faculty and staff</b>			
Hiring	The Sport Management program will have a pool of at least 16 candidates when a SM faculty position is open	N/A	N/A
Department Mentoring Program	SM Faculty will participate in the Department Mentoring Program during the first five years of their tenure	Each tenure track faculty has at least one mentor in the SM department	Meets expectation
SM Promotion, Evaluation, and Tenure (PET) Committee	The Sport Management program will have a PET meeting once per year	Had four PET meetings during the 2021-2022 academic year	Meets expectation
<b>OEG 2 – Recruit and retain quality students to meet local and global demands of the sport industry</b>			
Graduation Requirements	70% of SM students will graduate with a GPA of 2.65 or higher	70.31%	Meets expectation
<b>OEG 3 – Provide students with the opportunity for professional growth</b>			
Member of Sport Management Student Club	Student Club will recruit 20% of the majors to be a member of the Club	39 members: 12.6%	Does not meet expectation
Internship Program Evaluation	KU Internship Committee will have a meeting once per year	Had three department internship committee meetings during the 2021-2022 academic year	Meets expectation
<b>OEG 4 – Develop and maintain partnerships and community outreach opportunities with local business and organizations</b>			
SM Advisory Board	Advisory Board will have two meetings per year	Advisory Board held two meetings during the 2021-2022 academic year	Meets expectation
Guest Speaker Program	The Sport Management program will have two guest speakers per year	Had six guest speakers during the 2021-2022 academic year	Meets expectation
Research Project Partnerships with sport organizations	The Sport Management program will create at least one	There was one faculty led research project	Meets expectation

	faculty led research project per year	during the 2021-2022 academic year	
<b>OEG 5 – Maintain and grow undergraduate enrollment</b>			
<b>Enrollment</b>	The Sport Management program will admit 100 new and transfer students per year	New: 58 Transfer: 60 Total: 118	Meets expectation
<b>Senior Exit Survey</b>	The Sport Management Department will obtain 80% of all responses being either “Very Satisfied” or “Satisfied” on selection items (Q.IV.B.)	96% of respondents responded they were either “Very Satisfied” or “Satisfied”	Meets expectation
<b>Degrees Conferred</b>	The Sport Management Program will graduate 72 students per year	64	Does not meet expectation