

Student Learning Outcomes Matrix - Academic Year 2024 – 2025

SLO and Measures	Identify Benchmark	<i>n</i>	<i>n</i> of Students Meeting Expectation					% of Students Meeting Expectation	Assessment Results
SLO #1 – Students will be able to demonstrate knowledge and understanding of fundamental principles requisite for professional success in the sport management profession.									
Measure 1: Internship Research/Work Portfolio Rubric ¹	80% of students will meet an accomplished standard	10						Requirements 90%	Requirements Benchmark Passed
			Measurement	Tar	Acco	Dev	Beg	Content 80%	Content Benchmark Passed
			Requirements	3	6	1	0	Organization 90%	Organization Benchmark Passed
			Content	4	4	2	0	Doc. & Writing 90%	Doc. & Writing Benchmark Passed
			Organization	6	3	1	0		
Documentation & Writing	4	5	1	0					
Measure 2: Core Assignments	80% of students will meet an accomplished standard	605	559					92%	Benchmark Passed
Measure 3: Internship Supervisor Evaluation ²	80% of students will receive a 4.0 or higher)	12						Total Avg: 6.65 % at 4.0 or higher: 100%	Benchmark Passed
			Measurement		Average Score (out of 7)				
			Management		6.7				
			Communication		6.4				
			Interpersonal		6.6				
			Critical Thinking		6.9				
			Functional Knowledge		6.8				
Technological Skills (optional)		6.5							
SLO #2 – Students will be able to demonstrate the ability to make sound ethical decisions in the sport management profession.									
Measure 1: SPT 320 Moral Dilemma Project	80% of students will meet an accomplished standard	68						Identification 70.6%	Identification Benchmark Failed
								Discussion Qs 60.3%	Discussion Qs Benchmark Failed
			Measurement	Tar	Acco	Dev	Beg	Q&A 92.6%	Q&A Benchmark Passed
			Identification	5	43	15	5	PowerPoint 20.6%	PowerPoint Benchmark Failed
			Discussion Qs	11	30	27	0	Presentation 58.8%	Presentation Benchmark Failed
			Q&A	15	48	0	5	Time Mang.	Time Mang.
			PowerPoint	0	14	34	20		
Presentation	0	40	28	0					
Time Mang.	5	63	0	0					

¹ Of the 28 packets of internship paperwork submitted from faculty supervisors, only 10 included completed grading rubrics.

² Of the 28 packets of internship paperwork submitted from faculty supervisors, only 12 included completed internship site supervisor mid-term and/or final evaluations.

								100%	Benchmark Passed
Measure 2: Internship Supervisor Evaluation	80% of students will receive a 4.0 or higher)	12						100%	Benchmark Passed
			Measurement	Average Score (out of 7)					
			Management	6.7					
			Communication	6.4					
			Interpersonal	6.6					
			Critical Thinking	6.9					
			Functional Knowledge	6.8					
Technological Skills (optional)	6.5								
Measure 3: Senior Exit Survey	80% of students will “strongly agree” or “agree” on selective item	7	7					100%	Benchmark Passed
SLO #5 – Students will be able to demonstrate the ability to communicate effectively in written formats utilized in the sport management profession.									
Measure 1: Internship Research/Work Portfolio Rubric ³	80% of students will meet an accomplished standard							Requirements 90%	Requirements Benchmark Passed
			Measurement	Tar	Acco	Dev	Beg	Content 80%	Content Benchmark Passed
			Requirements	3	6	1	0	Organization 90%	Organization Benchmark Passed
			Content	4	4	2	0	Doc. & Writing 90%	Doc. & Writing Benchmark Passed
			Organization	6	3	1	0		
Documentation & Writing	4	5	1	0					
Measure 2: SPT 345 Cultural Diversity Reflection	80% of students will meet an accomplished standard	8						Identification 87.5%	Identification Benchmark Passed
			Measurement	Tar	Acco	Dev	Beg	Impact Ana. 87.5%	Impact Ana. Benchmark Passed
			Identification	4	3	1	0	Recommend 75%	Recommend Benchmark Failed
			Impact Analysis	3	4	1	0	Implement 75%	Implement Benchmark Failed
			Recommend	2	4	2	0	Eval. Metrics 75%	Eval. Metrics Benchmark Failed
			Implement	2	4	2	0		
Measure 3: Internship Supervisor Evaluation	80% of students will meet an accomplished standard	12						100%	Benchmark Passed
			Measurement	Average Score (out of 7)					
			Management	6.7					
			Communication	6.4					
			Interpersonal	6.6					
Critical Thinking	6.9								

³ Ibid.

				Functional Knowledge	6.8				
				Technological Skills (optional)	6.5				
Measure 4: Senior Exit Survey	80% of students will “strongly agree” or “agree” on selective item	7	5				71%	Benchmark Failed	
SLO #6 – Students will be able to demonstrate the ability to articulate the global scope of sport.									
Measure 1: SPT 345 International Business Plan	80% of students will meet an accomplished standard	16	Measurement	Tar	Acco	Dev	Beg	Info. Seeking 87.5%	Info. Seeking Benchmark Passed
			Info. Seeking	6	8	2	0	Analysis 87.5%	Analysis Benchmark Passed
			Analysis	6	8	2	0	Organization 75%	Organization Benchmark Failed
			Organization	7	8	1	0	Documentation 75%	Documentation Benchmark Failed
			Documentation	6	8	2	0		
Measure 2: Senior Exit Survey	80% of students will “strongly agree” or “agree” on selective item	7	5				71%	Benchmark Failed	

Program-Level Operational Effectiveness Goals Matrix Academic Year 2024-25

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
OEG #1 – Faculty will showcase expertise and develop new skills and knowledge for use in the classroom.			
Measure 1: Faculty publications and presentations	80% of full-time faculty members present and/or publish once per academic year	100%	Benchmark Passed
Measure 2: Utilizing funding from Professional Development Office	80% of full-time faculty members apply for grant from Professional Development Committee per academic year	14%	Benchmark Failed
Measure 3: The Center for Engaged Learning	80% of full-time faculty members attend at least one CEL session per academic year	<u>Professional Development:</u> 4 (57%) <u>Projects:</u> 2 (28%) <u>Research Committee:</u> 1 (14%)	Benchmark Passed
OEG #2 – Students will be provided a broad-based education defined by an enhanced learning experience.			
Measure 1: Experiential learning opportunities and activities	80% of courses provided at least one experiential learning opportunity or activity	More than 80% of courses provided at least one experiential learning opportunity or activity.	Benchmark Passed
Measure 2: Class size numbers	80% of required courses will have an enrollment cap of 30 students or less per academic year	30 of 51 courses 58%	Benchmark Failed
Measure 3: Research Projects	At least one faculty-led student research project will be conducted per academic year	More than one faculty-led research project was conducted	Benchmark Passed
Measure 4: Sport Management Club membership	The Sport Management Club's membership will total no less than 20% of	66 (23%)	Benchmark Passed

	the major's enrollment		
OEG #3 – Recruit and retain a diverse student body that reflects the changing needs of the sport industry.			
Measure 1: Student enrollment	The program will admit 80 new and transfer students per year	75	Benchmark Failed
Measure 2: Student retention	70% of majors persist to graduation over the course of four academic year	24 out of 73 33%	Benchmark Failed
Measure 3: Student Diversity	At least 10% of the program's students will be a minority and/or female	116 out of 280 41%	Benchmark Passed
Measure 4: Graduate GPAs	70% of majors will graduate with a GPA of 2.65 or higher	2.65 GPA or higher in major: 53 out of 63 (84%) 2.65 GPA or higher in total: 51 out of 63 (80%) Average overall GPA: 3.09 Average major GPA: 3.19	Benchmark Passed
OEG #4 – Positioning the program as one of merit in Pennsylvania through brand enhancement.			
Measure 1: Social media growth	Maintain a combined engagement number among social media platforms of over 1,500	<u>LinkedIn:</u> Reactions: 2,029 Comments: 101 Reposts: 44 <u>Facebook:</u> Reactions: 450 Comments: 24 Shares: 17 Total: 2,665	Benchmark Passed
Measure 2: Open House participation	Program is represented at each University Open House recruiting event during the academic year	Program was represented at 100% of recruiting events	Benchmark Passed
OEG #5 – Create and maintain relationships with sport organizations.			
Measure 1: SM Advisory Board	The Advisory Board will have one meeting per academic year	An Advisory Board meeting was not held.	Benchmark Failed
Measure 2: Industry Meets and Greets	The department and/or SM Club will arrange trips to events/facilities twice per academic year to provide students the opportunity to meet	The department and/or SM Club organized multiple trips this academic year.	Benchmark Passed

	executive members of sport organizations		
Measure 3: Guest Speaker program	The program will host two keynote speakers per academic year	The program hosted 28 total guest speakers.	Benchmark Passed