

Student Learning Outcomes Matrix - Academic Year 2024 – 2025

Undergraduate:

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results:	Assessment Results:			
				Percentage of Students Meeting Expectation	Does not meet expectation			
				n	Meets expectation			
					Exceeds expectation			
Insufficient data								
SLO 1 - Demonstrate a working knowledge of the foundations of the field of sport management, including the historical, sociological, and psychological underpinnings of the discipline.								
Foundations of SMT (SMT 271) Exams 1, 2, & 3 (direct)	70% or more of the class earn 85% or better on the average of the three exams.	171 MD (On-ground) 16 DG (Online)	120 MD 12 DG	70% MD 75% DG	Meets expectation			
Administration of Sport Orgs. (SMT 388) Assignment 2 – Org Behavior (direct)	70% or more of the class earn 85% or better on the assignment.	28 (Hybrid)	21	75%	Meets expectation			
SLO 2 - Incorporate an understanding of the foundations of sport management into their decision-making and problem-solving, including essential sport management concepts, sport governance and policy, and how these elements may vary according to the sport setting.								
Ethics in SMT (SMT 355) Research	70% or more of the class earn 85% or better on	49 (Hybrid)	44	90%	Exceeds expectation			

Paper (direct)	the assignment.				
RTSM Senior Survey, Question 5.11 (indirect)	70% of responses indicate “Yes” or better.	3	3	100%	Exceeds expectation
SLO 3 - Employ the essential functions of sport managers, including being able to operate sport facilities and events, develop sport marketing and promotional campaigns, communicate with internal and external stakeholders, and be able to practice effective financial management practices in sport settings.					
Facility Management (SMT 351) Presentation (direct)	80% or more of the class earn 85% or better on the assignment.	43 (On-ground)	41	95%	Exceeds expectation
Sport Comm. (SMT 354) PR Project (direct)	70% or more of the class earn 85% or better on the assignment.	35 (Combined) 13 (On-ground) 22 (Online)	23 10 13	66% 77% 59%	Does not meet expectation
Event Mgmt. (REC 363) Event Operational Plan (direct)	80% or more of the class earn 80% or better on the assignment.	42 (Hybrid)	38	88%	Meets expectation
Sport Finance (SMT 456) Final Project (direct)	80% or more of the class earn 85% or better on the assignment.	12 (Online) SPRING ONLY / FALL DATA UNAVAILAB LE	12	100%	Exceeds expectation

SLO 4 - Demonstrate a thorough understanding of the sport management environment, including the ability to explain legal concepts relevant to the sport industry, analyze situations through an ethical lens, and understand the benefits of diversity and inclusion for sport organizations.

Ethics in SMT (SMT 355) Ethical Issues Paper (direct)	80% or more of the class earn 85% or better on the assignment.	49 (Hybrid)	42	86%	Meets expectation
Inclusive Recreation (REC 220) Exam (direct)	80% or more of the class earn 80% or better on the assignment.	58 (On-ground)	54	93%	Exceeds expectation
SLO 5 - Effectively integrate concepts derived from sport management coursework in culminating learning experiences through which students will demonstrate skills applicable to a variety of sport industry segments via professional internships with local, regional, and national sport organizations.					
Internship (SMT 401) Final Supervisor Evaluation (indirect)	70% of responses indicate “Above Average” or better.	7 (Online)	7	100%	Exceeds expectation
RTSM Senior Survey, Question 7 (indirect)	70% of responses indicate “Somewhat Agree” or better.	3	3	3	Exceeds expectation
SLO 6 - Students will demonstrate effective written and oral communication skills commensurate with professional practice.					
Research Methods (REC 470) Mini Research Proposal (direct)	80% or more of the class earn 80% or higher.	43 (Hybrid)	41	95%	Exceeds expectation

Research Methods (REC 470) Oral Presentation (direct)	80% or more of the class earn 80% or higher.	43 (Hybrid)	39	91%	Exceeds expectation
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Graduate:

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	
SLO 1 - Incorporate an understanding of ethical, legal, and socio-cultural issues in leadership, decision making and policy determinations in sport management and athletics administration.					
Sport & Entertainment Law (SMT 512) Final Exam (direct)	80% of the class earn 85% or better on the exam	12	11	92%	Exceeds expectation
SLO 2 - Employ sound principles of financial, risk, and human resource management, and strategic planning in sport management and athletics administration.					
Sport & Entertainment Finance (SMT 511) Budget Design (direct)	80% of the class earn 85% or better on the assignment	13	11	85%	Meets expectation

SLO 3 - Apply a fundamental knowledge and practical understanding of sport and athletics marketing, sport and athletics media and communications, and sport and athletics event management principles.					
Sport & Ent Marketing & Sales (SMT 513) Marketing Plan Project (direct)	80% of the class earn 85% or better on the assignment	16	13	81%	Meets expectation
Facility & Event Management (SMT 515) Semester Group Project (direct)	80% of the class earn 85% or better on the assignment	12	10	83%	Meets expectation
SLO 4 - Utilize critical thinking and abstract reasoning skills in analyzing sport and athletics leadership and management issues and in planning and decision making.					
Sport Ethics (SMT 516) Case Studies (direct)	80% of the class earn 85% or better on the assignment	15	15	100%	Exceeds expectation
Governance & Administration of Sport Orgs. (SMT 510) sport governance micro project (direct)	80% of the class earn 85% or better on the assignment	16	15	93%	Exceeds expectation
Global Issues in Sport & Entertainment (SMT 514) micro	80% of the class earn 85% or better on the	14	14	100%	Exceeds expectation

project (direct)	assignment				
SLO 5 - Communicate effectively to diverse audiences, purposes, and situations in a variety of contexts within sport and athletics organizations.					
Global Issues in Sport & Entertainment (SMT 514) Blog (direct)	80% of the class earn 85% or better on the assignment	14	7	50%	Does not meet expectation
SLO 6 - Through a culminating capstone experience students will develop research skills in sport management and athletics administration and integrate and apply their various learning experiences in sport, and athletics administration.					
Practicum Experience (REC 583) Mentor Evaluation (indirect)	100% of students will score an “Above Average” or better	4	4	100%	Exceeds expectation
Special Project (REC 588) (direct)	100% of students will complete the special project	8	8	100%	Exceeds expectation

Notes: 1) You may have more or fewer SLOs than shown above. 2) You may measure an SLO only once, but only with a direct measure. Measuring an SLO more than once is a better practice. 3) If you use a cycle different from measuring all SLOs once a year, include ALL SLOs in your OAP and indicate when the most recent data was collected. 4) Replicate the matrix for any degree program with different SLOs or different measurement tools at all degree levels and identify accordingly.

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 – Expand academic offerings/programs and enhance existing programs to reflect current and future market demands.			
Develop new course offerings	---	SMT 358 introduced	Meets expectation
Develop new concentrations	---	Sport, Recreation, & Wellness concentration introduced; program revised to move REC 470 and SMT 355 to the elective pool	Meets expectation
OEG 2 - Enhance student success by providing increased student-focused professional development activities.			
Launch professional development course	Course offered and in rotation for spring semesters	COMPLETE	Meets expectation
Refine student exit survey	Review annually and increase participation rate	COMPLETE & Added to Senior Internship (SMT 401) requirements	Meets expectation
Increase the exposure for students to sport management professionals in the classroom	At least six during the year	Several in-class visits by professionals as well as visits to on-site sport organizations took place in 2024-25	Meets expectation
OEG 3 - Enhance marketing and alumni relations activities.			
Increase connections with sport orgs, dept. advisory board	Minimum number of new contacts per semester	Began semi-annual meetings with advisory board Forged connections with several in-state sport orgs.	Meets expectation
Enhance SMT/SEM marketing materials and website presence	Review annually and add/revise accordingly	Worked with administration to feature updated SMT information within set parameters	Meets expectation

OEG 4 - Increase student persistence rate (years 1-2) to 90%, and degree completion rate (5-year) to 75%.			
Increase student retention	AY23/24 Goal: 90% Results: 71.4%	Still insufficient, but improving with increased contact by SMT faculty with first-year students	Does not meet expectation
Increase student degree completion rate	AY23/24 Goal: 75% Results: 48.1%	Needs further investigation	Does not meet expectations
OEG 5 - Expand the number of applied learning opportunities through enhanced partnerships with business and service providers, and, through the establishment of university supported experiential-based specialty programs.			
Increase connections with local and regional sport orgs.	Minimum of 5 new connections per year	Work-in-progress, though additional contacts are being made annually	Meets expectation
Create and launch career night event	Increase number of attendees	Suspended for 2024 due to low attendance among professional organizations. Will hopefully be revived in 2025.	Does not meet expectation