

Student Learning Outcomes Matrix - Academic Year 2025 – 2026

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
SMT Undergraduate Program (on-ground and online)					
SLO 1: Demonstrate a working knowledge of the foundations of the field of sport management, including historical, sociological, and psychological underpinnings of the discipline.					
Foundations of SMT (SMT 271) Exams 1,2,3 (direct)	70% or more of the class will earn an 85% or better on the average of the 3 exams	MD-Fall 34 JT-Fall 20 MD-Sp. 20 Total- 74	20 17 16 53	59% 85% 80% 72%	Meets expectation
Administration of Sport Orgs. (SMT 388) Assignment 2 – Org behavior (direct)	70% or more of students earn 85% or better on the assignment	JT-Fall 19	14	74%	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.					
RTSM Senior Survey, Q7 (indirect)	70% or more of respondents indicate “Yes”	22	19	86%	Exceeds expectations
Current Issues in SMT (SMT 457) Semester Project (direct)	80% or more of students will earn a grade of 80% or better	DL Fall- 19 DL Sp. 17 Total-	12 12 24	63% 71% 67%	Does not meet expectations
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 students will earn a grade of 85% or better on the assignment	EM Fall- 21 EM Sp.- 20 Total- 41	19 14 33	90% 70% 80%	Meets expectation
Sport Comm (SMT 354) PR Project (direct)	70% or more of students will earn 85% or better on the assignment	LM Sp.- 21 LM Sp.- 20 Total- 41	14 13 27	67% 65% 66%	Does not meet expectation
Event Mgmt. (REC 363) Event Operational Plan (direct)	80% or more of students will earn 80% or better on the assignment	PN Fall- 29 PN Sp.- 24 Total- 53	28 21 45	97% 86% 92%	Meets expectation
Sport Finance (SMT 456) Final Project (direct)	80% or more of students earn 85% or better on the assignment	GD Fall- 13 GD Sp.- 11 Total- 24	13 11 24	100% 100% 100%	Exceeds expectations
SLO 4: Demonstrate a thorough knowledge 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					
Inclusive Recreation (REC 220) Exam (direct)	80% or more of students will earn an 80% or better on the exam	MD Fall- 21 MD Sp.- 20 JC Sp.- 12 Total - 53	12 15 12 39	57% 75% 100% 74%	Does not meet expectations
Legal Issues in Sport & Recreation (SMT	80% or more of the students will earn 80% or better on the exam	ML Sp.- 20	16	80%	Meets expectations

357) Exam (direct)					
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) File Supervisor Evaluation (Indirect)	70% of responses indicate "Above Average" or better	Sum- 20 Fall- 5 Sp.- 7 Total- 32	32	100%	Exceeds expectations
RTSM Senior Survey, Q7 (indirect)	70% of responses indicate "Somewhat Agree" or better	21	20	95%	Exceeds expectations
SLO 6: Students will demonstrate effective written and oral communication skills commensurate with professional practice					
Research and Eval. (REC 470) Mini-Research Proposal (direct)	80% or more of students will earn 80% or higher	JM Fall- 20	14	70%	Does not meet expectations
Research and Eval. (REC 470) Oral Presentation (direct)	80% or more of students will earn 80% or higher	JM Sp.- 19	16	84%	Meets expectations
Graduate Sport Management Program (Online)					
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 students will earn 85% or better on the exam	20	18	90%	Exceeds expectations
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 students will earn 85% or better on the budget assignment	23	19	83%	Meets expectations
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 & Entertainment Marketing & Sales Marketing Plan Project (direct)	80% of students will earn 85% or better on the marketing plan assignment	LM Sp.- 15	12	80%	Meets expectations
Facility & Event Management (SMT 515) Semester Group Project (direct)	80% of students will earn 85% or better on the project	EM Fall- 20	18	90%	Meets expectations
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 students will earn 85% or better on the case study assignment	28	27	96%	Exceeds expectations
Governance & Administration of Sport Organizations (SMT 510) Sport Governance Micro Project (direct)	80% of students will earn 85% or better on the project	DL Fall- 15	14	93%	Exceeds expectations
Global Issues in Sport & Entertainment (SMT 514) Micro Project (direct)	80% of students will earn 85% or better on the project	DL Sp.- 24	21	88%	Exceeds expectations
SLO 5: Communicate effectively to diverse audiences, purposes, and situations in a variety of contexts within sport and athletics organization					
Global Issues in Sport & Entertainment Management (SMT 514) Blog assignment (direct)	80% of students will earn 85% or better on the assignment	DL Sp.- 24	13	54%	Does not meet expectations
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 on the evaluation	Summer- 7 Fall- 2 Total- 9	7 2 9	100% 100% 100%	Meets expectation
Special Project (REC 588) (direct)	100% of students will complete the special project	Summer- 9 Sp- 1 Total- 10	9 1 10	100% 100% 100%	Meets expectation

Program-Level Operational Effectiveness Goals Matrix Academic Year 2025-26

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 – Optimize student recruitment, persistence, and graduation rates			
Measure 1 – Admissions data report -recruitment, application, enrollment	25% of accepted students will enroll in the program.	UG- 16.9	Does not meet expectation
	90% of accepted graduate students will enroll in the program.	Grad- 82.1	Does not meet expectation
Measure 2 – Data report: Persistence rate	90% of students remain in the program year one (1) to year two (2).	UG- 70.4	Does not meet expectation
		Grad- 82.0	Does not meet expectation
Measure 3 – Data report: graduation rate	75% of students will complete graduation requirements within five (5) years (2 years graduate students).	UG- 53.4	Does not meet expectation
		Grad- 85.0	Meets expectation
OEG 2 - Expand the quality and scope of academic programs and educational experiences			
Measure 1 - COSMA accreditation	Retain COSMA - Annual	August 2025	Meets requirement
Measure 2 – Review/revision of SMT curriculum – meeting minutes	Bi-annual review of SMT curriculum and educational experiences. Developed and received university approval to offer concentration/track in Sport Media	9/x/2025 1/x/2026	Meets requirement
Measure 3 – Senior Survey	80% of students will agree/strongly agree that the curriculum and related educational experiences prepared them with skills needed for SMT employment.	95% of students agree	Exceeds expectations
OEG 3 - Increase partnerships with external agencies, organizations, and alumnae			
Measure 1 - Develop, maintain, and evaluate partnerships and community outreach opportunities with sport organizations/agencies	Internship coordinator will conduct a minimum of two (2) visits per semester to a new or existing sport organization/agency.	Internship coordinator visited 4 sport related internship sites over the course of the semester	Meets expectation
Measure 2 - Internship placement and completion	100% of seniors/graduate students will be placed in and successfully complete an internship.	All seniors/graduate students were placed and completed internship requirements	Meets expectation
Measure 3 - Alumnae participation	Program alumnae will attend/participate in a minimum of one (1) SMT event per year.	10 alumnae participated in the ‘Meet your alumnae’ evening as part of the SMT Panza Lecture Annual Event	Meets expectation
OEG 4 - Enhance the student overall experience			
Measure 1 - Senior Survey	90% of students indicated agree/strongly agree that their overall experience in the program was positive.	Senior survey results indicate that 95% of graduating students identified having a general positive educational experience	Meets expectations
OEG 5 - Increase internal and external funding			
Measure 1 - Financial reports/ grant funding	10% increase in funding brought into the SMT program via grants, gifts, fees.	Not addressed	Does not meet expectations