

AY 2024-2025 Undergraduate Sport Management Student Learning Outcomes Matrix

| Identify Each Student Learning Outcome and Measurement Tool(s) | Identify the Benchmark | Total # Observed | Total # Meeting Expectations | Assessment Results: % Meeting Expectations | Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|--|---|------------------|------------------------------|--|---|
| SLO 1: Students will utilize critical thinking and decision-making techniques to address issues and challenges in sport management. | | | | | |
| Measure 1: AACU Values Problem Solving Rubric: Issues paper in Sport Governance and Policy (SM365) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Problem Solving Rubric. | <i>n</i> = 46 | <i>n</i> = 38 | 83% | Meets expectations |
| Measure 2: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM101) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric | <i>n</i> = 41 | <i>n</i> = 38 | 93% | Exceeds expectations |
| Measure 3: AACU Values Problem Solving Rubric: Strategic Planning assignment in Principles of Sport Management (SM102) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric | <i>n</i> = 42 | <i>n</i> = 38 | 90% | Meets expectations |
| Measure 4: Internship Supervisor Evaluation Form 100 & 200 Indirect measure | Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form | <i>n</i> = 84 | <i>n</i> = 84 | 100% | Exceeds expectations |
| Measure 5: Internship Supervisor Evaluation Form 480 Indirect measure | Eighty percent of the students will score a 3 or higher on questions D1, D2, and D3 on Internship Supervisor Evaluation Form | <i>n</i> = 33 | <i>n</i> = 32 | 97% | Exceeds expectations |
| SLO 2: Students will communicate effectively in oral and written forms within the conventions of sport management | | | | | |
| Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (SM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric | <i>n</i> = 35 | <i>n</i> = 31 | 89% | Meets expectations |
| Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (SM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric | <i>n</i> = 35 | <i>n</i> = 28 | 80% | Meets expectations |
| Measure 3: Internship Supervisor Evaluation Form 100 & 200 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form | <i>n</i> = 84 | <i>n</i> = 84 | 100% | Exceeds expectations |
| Measure 4: Internship Supervisor Evaluation Form 480 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form | <i>n</i> = 33 | <i>n</i> = 33 | 100% | Exceeds expectations |
| SLO 3: Students will demonstrate their knowledge base of sport management through best practices in a professional environment. | | | | | |
| Measure 1: Internship Supervisor Evaluation Form 480 | Eighty percent of the students will score a 3 or higher on questions J1, J2, and J3 on the | <i>n</i> = 33 | <i>n</i> = 32 | 97% | Exceeds expectations |

| | | | | | |
|---|---|---------------|---------------|------|----------------------|
| Indirect Measure | Internship Supervisor Evaluation Form | | | | |
| Measure 2: Exit Surveys Graduating Seniors | Eighty percent of the students should express at least satisfactory experience (agree rating) in categories under Didactic Education | <i>n</i> = 15 | <i>n</i> = 15 | 100% | Exceeds expectations |
| Indirect Measure | | | | | |
| SLO 4: Students will synthesize concepts of diversity, equity, and inclusion and apply these to local, regional, national, and global 21st century community sport contexts. | | | | | |
| Measure 1: Adapted AACU Ethical Reasoning Values Rubric: Paper in (SM218) | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Rubric. | <i>n</i> = 37 | <i>n</i> = 30 | 81% | Meets expectations |
| Direct Measure | | | | | |
| Measure 2: Adapted DEI Rubric: Assignment in (SM303) | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted DEI Rubric | <i>n</i> = 41 | <i>n</i> = 36 | 88% | Exceeds expectations |
| Direct Measure | | | | | |
| SLO 5: Students will illustrate [apply] current issues, basic principles, policies and procedures of administration of athletics and sport. | | | | | |
| Measure 1: Abbreviated scoring rubric designed for assessment purposes: Comprehensive Binder Assignment in (SM215) | Eighty percent of the students will reach the milestone mark of a 3 ("meets expectations") or higher on the abbreviated scoring rubric designed for assessment purposes | <i>n</i> = 23 | <i>n</i> = 21 | 91% | Meets expectations |
| Direct Measure | | | | | |

**AY 2024-2025 Undergraduate Esports Management
Student Learning Outcomes Matrix**
**Program in Candidacy Status*

| Identify Each Student Learning Outcome and Measurement Tool(s) | Identify the Benchmark | Total # Observed | Total # Meeting Expectations | Assessment Results: % Meeting Expectations | Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|---|---|------------------|------------------------------|--|--|
| *ESM SLO 1: Students will utilize critical thinking and decision-making techniques to address issues and challenges in Esports management (SM alignment – SM SLO1) | | | | | |
| Measure 1: AACU Values Problem Solving Rubric: Strategic Planning assignment in Introduction to Esports Management (ESM101) | Eighty percent of the students will reach the milestone mark of a 3 or higher on the Adapted AACU Values Problem Solving Rubric | <i>n</i> = 14 | <i>n</i> = 13 | 93% | Meets expectations |
| Direct Measure | | | | | |
| *ESM SLO 2: Students will communicate effectively in oral and written forms within the conventions of Esports management | | | | | |

| | | | | | |
|---|---|-------|-------|------|--------------------|
| (SM alignment – SM SLO2) | | | | | |
| Measure 1: AACU Values Oral Presentation Rubric: presentation of final thesis project: Senior Thesis II (ESM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Value Oral Presentation Rubric | | | | Insufficient data |
| Measure 2: AACU Values Inquiry and Analysis Rubric: Thesis collected in Senior Thesis II (ESM490) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the AACU Values Inquiry and Analysis Rubric | | | | Insufficient data |
| Measure 3: Internship Supervisor Evaluation Form 100 & 200 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions B1, B2, B3, C1, C2 and C3 on the Internship Supervisor Evaluation Form | | | | Insufficient data |
| *ESM SLO 3: Students will demonstrate their knowledge base of Esports management through best practices in a professional environment (SM alignment – SM SLO3) | | | | | |
| Measure 1: Internship Supervisor Evaluation Form 480 Indirect Measure | Eighty percent of the students will score a 3 or higher on questions J1, J2, and J3 on the Internship Supervisor Evaluation Form | | | | Insufficient data |
| Measure 2: Exit Surveys Graduating Seniors Indirect Measure | Eighty percent of the students should express at least satisfactory experience (agree rating) in categories under Didactic Education | | | | Insufficient data |
| *ESM SLO 4: Students will analyze how Esports organizations are managed and governed (NEW TO ESM) | | | | | |
| Measure 1: Management & Governance Rubric: Esports Business Analysis Assignment (ESM200 OR ESM 300 and/or both - TBD) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on newly designed Esports Business analysis rubric. | | | | Insufficient data |
| Measure 2: Esports Business Model Rubric: Esports Business Models Assignment (ESM306) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on newly designed Esports Business Model Rubric. | n= 2 | n= 2 | 100% | Meets expectations |
| *ESM SLO 5: Students will evaluate the esports ecosystem and its operation as a performance and commercial and entertainment activity (NEW TO ESM) | | | | | |
| Measure 1: Ecosystem Analysis Rubric A: Esports Ecosystem Analysis Assignment (ESM101) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the newly designed ecosystem analysis rubric (A). | n= 14 | n= 13 | 93% | Meets expectations |
| Measure 2: Ecosystem Analysis Rubric B: Esports Ecosystem Analysis Assignment (ESM400) Direct Measure | Eighty percent of the students will reach the milestone mark of a 3 or higher on the newly designed ecosystem analysis rubric (B). | | | | Insufficient data |

AY 2024-2025 Undergraduate Sport Management and Esports Management (*Program in Candidacy Status) Programs-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 Build community through shared values that are expressed within the institutional mission and the mission of the sport management program. | | | |
| SM Measure 1 Community partnerships and collaborations | 3 new relationships with individual(s) and/or site(s) | Several new partnerships were formed both internally and externally. | Meets expectation |
| *ESM Measure 1 Community partnerships and collaborations (SM alignment) | 5 new relationships with individual(s) and/or site(s) | Several new partnerships were formed both internally and externally. | Meets expectation |
| SM Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment | 20% junior standing eligibility, average GPA=3.50 | 20 students eligible, 10 of whom joined: 3.72 GPA | Meets expectation |
| *ESM Measure 2 Phi Kappa Epsilon honor society eligibility & enrollment (SM alignment) | 20% junior standing eligibility, average GPA=3.50 | | Insufficient data |
| OEG 2 Create learning opportunities for students to gain knowledge in areas related to theoretical and practical sport management. | | | |
| SM Measure 1 Opportunities "Beyond the classroom" | Identify 1 fully funded outing for SM student participation | Several student outings were made available this year. | Exceeds expectation |
| *ESM Measure 1 Opportunities "Beyond the classroom" (SM alignment) | Identify 1 fully funded outing for SM student participation | Several student outings were made available this year. | Exceeds expectation |
| SM Measure 2 Study abroad participation | The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad | FA24= 8 SP24= 20 | Exceeds expectation |
| *ESM Measure 2 Study abroad participation (SM alignment) | The promotion of study abroad programming resulting in a minimum of 3 students per semester going abroad | | Insufficient data |
| OEG 3 Continually evaluate the demands of industry as related to entry level sport management professionals and re-align the curriculum to meet the identified needs. | | | |
| SM Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation | Full accreditation by COSMA | Reaffirmation of accreditation 2/2022 thru 2/2029 | Meets expectation |
| *ESM Measure 1 Excellence in education/curriculum e.g. COSMA Accreditation (SM alignment) | Full accreditation by COSMA | Candidacy Status granted, 2025 | Meets expectation |
| SM Measure 2 Faculty and staff professional development | 1 fully funded conference/workshop per year per faculty | All full-time SM faculty applied and were awarded their AY stipend(s) | Exceeds expectation |
| *ESM Measure 2 Faculty and staff professional development (SM alignment) | 1 fully funded conference/workshop per year per faculty | ESM faculty applied and were awarded their AY stipend(s) | Exceeds expectation |
| SM Measure 3 Curriculum | Research and evidence based programmatic changes | At departmental meetings we continue to see saw a renewed excitement and focus around discussing how our outcomes assessment data should drive curricular changes. | Meets expectation |

| | | | |
|--|--|--|-------------------|
| *ESM Measure 3 Curriculum (SM alignment) | Research and evidence based programmatic changes | Program newly developed; like SM, always discussing how industry shifts and more specifically our outcomes assessment data should drive curricular changes. | Meets expectation |
| OEG 4 Ensure a technology rich culture in which administrators, students, faculty, and staff work together to pursue innovation and excellence, promote intellectual exploration, and enhance learning. | | | |
| SM Measure 1 Faculty statements | Identifying actions taken and opportunities for innovation across the curriculum | Faculty continue to report and discuss identifiable action taken and opportunities for technology inclusion across the curriculum. | Meets expectation |
| *ESM Measure 1 Faculty statements (SM alignment) | Identifying actions taken and opportunities for innovation across the curriculum | Faculty continue to report and discuss identifiable action taken and opportunities for technology inclusion across the curriculum. | Meets expectation |

AY 2024-2025 Graduate Student Learning Outcomes Matrix

| 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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data |
|--|--|---|--|---|---|
| SLO #1: Apply fundamental knowledge and practical understanding of leadership sport marketing, communication, and event management principles | | | | | |
| Measure 1 Rubric: SLD 505 Leadership Theory Paper Direct Measure | 85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric. | n= 32 | n= | 88% | Meets expectations |
| Measure 2 Rubric: SLD511 Detailed Sport Marketing Plan and Promotional Campaign Direct Measure | 85% of students will reach the milestone (Satisfactory Standards/Competent) mark on the rubric. | n= 25 | n= 21 | 84% | Meets expectations |
| SLO #2: Apply ethical and legal principles and evidence-based decision making to solve dilemmas. | | | | | |
| Measure 1 AACU Ethical Reasoning Values Rubric: Assignment in SLD521 Direct Measure | 75% of students will reach the capstone (4) mark on the rubric. | n= 43 | n=12 | 78% | Meets expectations |
| SLO #3: Promote a deeper understanding of the essential elements of the industry. | | | | | |
| Measure 1 Exit survey Indirect Measure | 85% of students will express at least satisfactory experiences regarding their didactic education | n= 16 | n= 16 | 100% | Exceeds expectations |
| SLO #4: Articulate and address critical issues in students' field of study. | | | | | |
| Measure 1 Adapted AACU Problem Solving Rubric: SLD599 Final Case Study Assignment | 75% of students will reach the capstone (4) mark on the rubric. | n=16 | n= 13 | 77% | Meets expectations |

| | | | | | |
|---|--|-------|-------|-----|----------------------|
| Direct Measure | | | | | |
| SLO #5: Elevate student preparation for positions of management while developing self-awareness and adaptability, flexibility, and curiosity in pursuit of personal and professional growth. | | | | | |
| Measure 1 AACU Integrated Learning Rubric: SLD507 Portfolio Assignment Direct Measure | 75% of students will reach the capstone (4) mark on the rubric. | n= 39 | n=31 | 80% | Meets expectations |
| Measure 4- 2 Survey with select alumni Indirect Measure | 85% of alumni report that their academic experience were relevant/prepared them for employment | n= 10 | n= 9 | 98% | Exceeds expectations |
| SLO #7: Communicate, at an advanced level, in oral and/or written form | | | | | |
| Measure 1 Across the curriculum: All course assignments included in SLOs will be assessed Direct Measure | 85% of students will reach the milestone mark (3 and/or "Satisfactory Standards/Competent") on Grammar & Mechanics and Citations & References columns. | n=155 | n=140 | 90% | Exceeds expectations |

AY 2024-2025 Graduate 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 Build community through shared values that are expressed within the institutional mission and the mission of the sport leadership graduate program. | | | |
| Measure: SWOT Analysis: Event registration records | Hosts 3 events a year with at least 20 in attendance. | Hosted 10 events with an average of 30 attendees, exceeding community-building benchmarks. | Exceeds expectation |
| OEG 2 Prepare professionals who can lead and manage effectively in the specialized industry. | | | |
| Measure: Job placement rates | 85% of graduates secure a job in a sport-related field. | IP | Insufficient data |
| OEG 3 Evaluate the demands of industry as related to athletic administration professionals and re-align the curriculum to meet the identified needs. | | | |
| Measure: SWOT Analysis; meeting notes from External Advisory Board | Consult a minimum of 2 times a year with an external advisory board: relevance of the current curriculum. | Consulted with an external advisory board each semester to ensure curriculum aligned with industry needs. An alumni board was recently established and with additional support staff, increasing engagement with this group will be a priority this coming AY. | Meets expectation |
| OEG 4 Continuously seek to improve teaching and learning. | | | |
| Measure: SWOT Analysis: Faculty Meetings | Host minimum of 2 faculty meetings a year to discuss teaching & program content issues. | Hosted faculty meetings to address teaching and program-related concerns. | Exceeds expectation |
| Measure: Course Evaluation Data | 85% of students strongly agreed/agreed that the instructor provided a positive learning experience. | 85+% of students strongly agreed/agreed that the instructor was available for questions and clarification | Meets expectation |

| | | | |
|--|---|---|--------------------|
| | | <p>85+% of students strongly agreed/agreed that the instructor provided meaningful feedback on course assignments</p> <p>85+% of students strongly agreed/agreed that the instructor encourage students to ask questions, participate and express ideas.</p> <p>85+% of students strongly agree/agree that the instructor helped the student understand the core course concepts.</p> | |
| OEG 5 Optimize enrollment and retention | | | |
| Measure: persistence rate (aka-Retention rates) | 85% of students return to the program in a subsequent semester within one year. | 90% | Meets expectations |
| Measure: completions rate (aka-Graduation rate). | 85% of students complete their intended degree. | IP | Insufficient data |