

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
SLO 1 Students will demonstrate the Humanities philosophy in leadership & ethical decision-making as it applies to the field of sport management.					
Measure 1 – SMRT 106 Applications of Leadership Principles (Direct)	75% achieve 77% or better.	FA25: 19 SP26: 23 (SEC-01) 25 (SEC-02)	FA25: 13 SP26: 22 (SEC-01) 21 (SEC-02)	FA25: 68% SP26: 96% (SEC-01) 84% (SEC-02)	Meets expectation (84% for the academic year)
Measure 2 - Senior Exit Survey (Indirect)	100% of respondents identify 4 (very good) or 5 (excellent) on a 5-point scale.	40 (out of 47 total graduating seniors: 85% response rate)	34	85%	Does not meet expectation
SLO 2 Students will be able to analyze contemporary global and cultural issues surrounding sport as it applies to the sport management field.					
Measure 1 - SMRT 250 Globalization of Sport/Int'l Sport Event Evaluation Report (Direct)	75% achieve 77% or better.	FA25: 24 SP26: 13	FA25: 21 SP26: 9	FA25: 88% SP26: 69%	Meets expectation (81% for the academic year)
SLO 3 Students will demonstrate critical thinking skills and problem-solving abilities in the sport management field.					
Measure 1 - SMRT 420 Governance Summary Project (Direct)	75% achieve 77% or better.	FA25: 19 SP26: 22	FA25: 15 SP26: 20	FA25: 79% SP26: 91%	Meets expectation (85% for the academic year)
SLO 4 Students will demonstrate creativity, innovative thinking, and adaptability in the sport management field.					
Measure 1 - SMRT 483 TED Talk (Direct)	75% achieve 77% or better.	FA25: 19 SP26: 15	FA25: 19 SP26: 15	FA25: 100% SP26: 100%	Exceeds expectation (100% for the academic year)
SLO 5 Students will apply professional written communication skills necessary in the field.					
Measure 1 - SMRT 365 Case Study (Direct)	75% achieve 77% or better.	FA25: 25 SP26: 17	FA25: 25 SP26: 16	FA25: 100% SP26: 94%	Exceeds expectation (98% for the academic year)
SLO 6 Students will apply professional oral communication skills necessary in the fields.					

Measure 1 - SMRT 270 Persuasive Presentation (Direct)	75% achieve 77% or better.	FA25: 21 SP26: 22	FA25: 20 SP26: 22	FA25: 95% SP26: 100%	Exceeds expectation (98% for the academic year)
SLO 7 Students will demonstrate information and digital literacy in the presentation of research materials.					
Measure 1 - SMRT 101 Annotated Bibliography (Direct)	75% achieve 77% or better.	FA25: 25 (SEC-01) 25 (SEC-02) SP26: 23	FA25: 23 (SEC-01) 23 (SEC-02) SP26: 15	FA25: 92% (SEC-01) 92% (SEC-02) SP26: 77%	Meets expectation (84% for the academic year)
SLO 8 Students will be able to apply contemporary best managerial practices and practical skills in sport operations.					
Measure 1 - SMRT 116 Case Study (Direct)	75% achieve 77% or better.	FA25: 25 (SEC-01) 25 (SEC-02)	FA25: 22 (SEC-01) 23 (SEC-02)	FA25: 88% (SEC-01) 92% (SEC-02)	Exceeds expectation (90% for the academic year)
Measure 2 - SMRT 485 Site Supervisor Survey (Indirect)	75% receive 5 or better on a seven-point scale.	FA25: 12 SP26: 24	FA25: 8 SP26: 20	FA25: 67% SP26: 83%	Meets expectation (78% for the academic year)
SLO 9 Students will apply individual professional developmental skills necessary in the field.					
Measure 1 - SMRT 450 Scholars-in-Action Presentation (Direct)	75% achieve 77% or better.	FA25: 10 SP26: 24	FA25: 10 SP26: 24	FA25: 100% SP26: 100%	Exceeds expectation (100% for the academic year)
Measure 2 - Senior Exit Survey (Indirect)	100% of respondents identify 4 (very good) or 5 (excellent) on a 5-point scale.	40 (out of 47 total graduating seniors: 85% response rate)	37	93%	Does not meet 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 – Increase enrollment within the sport management program			
Measure 1 – Fall semester #s of first-year students	First-Year, first-semester majors totaling 45 deposits for start of fall semester	43 first-year students entered the fall 2025 cohort	Does not meet expectations
Measure 2- Transfer student enrollment #s	95% of transfer students graduate on time.	Data will be collected in next year's assessment cycle.	Insufficient data- cohort of three transfer students who entered in Fall of 2024 will graduate in spring of 2027 as planned.
OEG 2 - Provide foundation for future employment within sport industries			
Measure 1 - Percentage of reported employment status via LinkedIn and faculty research	90% employed full-time or in grad schools	90% full-time employment or in grad school within 6 months of graduation	Meets expectations
Measure 2 - Percentage of reported employment status in sport industries	80% of employed alumni working within sport within 6 months	82% of the full-time employed students are working in sport	Meets expectations
OEG 3 - Support retention efforts for academic preparedness within the first year of the program			
Measure 1 - Percentage of fall to spring first-year students total	95% of students returned from fall to spring	95% of first-year students returned from fall 2025 to spring 2026	Meets expectations
Measure 2 - Percentage of spring to fall first-year student totals	95% of students will return from spring to fall	96% of cohort entering 2024 returned from spring 2025 to fall 2025	Meets expectations