

Student Learning Outcomes Matrix

Academic Year 2025 – 2026

SLO 1 – Recognize and understand sociocultural influences in a sport management setting.

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
Measure 1 (Indirect) Final Supervisor Evaluation	Item 12 on Final Supervisor Evaluation – See Appendix C: “Final Supervisor Evaluation” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	12	11	92%	1. 1 2. 6 3. 5 N/A
Measure 2 (Indirect) Intern Exit Survey	Items 1 and 2 on Intern Exit Survey – See Appendix D: “Intern Exit Survey Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	18	18	100%	1. 0 2. 4 3. 14 N/A

SLO 2 – Demonstrate skillsets necessary for successful event management.

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
Measure 1 (Direct) Complete an event-related assignment (Risk Management Plan)	Rubric – See Appendix E: “Risk Management Plan” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	13	12	92%	1. 1 2. 4 3. 8 N/A

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
Measure 2 (Indirect) Final Supervisor Evaluation	Item 21 on Final Supervisor Evaluation – See Appendix C: “Final Supervisor Evaluation” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	18	18	100%	1. 0 2. 4 3. 8 N/A
Measure 3 (Indirect) Intern Exit Survey	Items 3 and 4 on Intern Exit Survey – See Appendix D: “Intern Exit Survey Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	18	18	100%	1. 0 2. 3 3. 15 N/A

SLO 3 – Recognize and understand Ethical Issues as they relate to a sport management setting

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
Measure 1 (Direct) Assessing ethical dilemmas in a sport related setting: Express Viewpoints	Rubric – See Appendix F: “Ethical Debates” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	19	15	79%	1. 1 2. 4 3. 8 N/A

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
Measure 2 (Direct) Assessing ethical dilemmas in a sport related setting: Credible Source Support for Articulation of Opinion	Rubric – See Appendix F: “Ethical Debates” At least 75% of students will achieve a score indicating meeting or exceeding expectations.	19	15	79%	1. 4 2. 7 3. 8 N/A
Measure 3 (Indirect) Final Supervisor Evaluation	Item 14 on Final Supervisor Evaluation – See Appendix C: “Final Supervisor Evaluation” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	12	10	83%	1. 2 2. 4 3. 6 N/A
Measure 4 (Indirect) Intern Exit Survey	Item 5 and 6 on Intern Exit Survey – See Appendix D: “Intern Exit Survey & Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	18	18	100%	1. 0 2. 3 3. 15 N/A

SLO 4: Intern: Students will demonstrate their preparedness to work competently in a professional sport setting

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
Measure 1 (Direct) Complete required educational objectives of a 400+ hours at approved internship site and successfully document/present about internship experiences (portfolio and presentation.)	SPMT 4900 (Senior Internship); Rubric- See Appendix G: “Portfolio Summary” At least 90% of students will achieve a score indicating meeting or exceeding expectations. 400+ hours; Scored as complete/incomplete; 100% of students will complete	12	12	100%	1. 0 2. 0 3. 12 N/A
Measure 2 (Indirect) Supervisor evaluations of student performance during internship	SPMT 4900 (Senior Internship); Rubric- See Appendix C: “Final Supervisor Evaluation” At least 75% of students will achieve a mean score of 4.	12	11	92%	1. 1 2. 0 3. 11 N/A
Measure 3 (Indirect) Intern Exit Survey	Items 7, 8, and 9 on Intern Exit Survey – See Appendix D: “Intern Exit Survey & Results” At least 75% of students will achieve a score of at least 4 or higher on a 5-pt. Likert-type scale	27	27	100%	1. 0 2. 8 3. 19 N/A

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2025-26

OEG 1: Evaluation of Program

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
Measure 1: Student evaluation of program on exit survey (specific questions)	Overall rating score of at least 75%	See Appendix D: "Intern Exit Survey & Results"	Exceeds Expectation
Measure 2: Evaluation of program by advisory board/external partners	Favorable qualitative assessments of advisory board	See Appendix H: "Advisory Board Members" We have received great support and feedback from our advisory board members who have helped guide our curriculum changes and course level objectives.	Meets Expectation
Measure 3: Summary results of Outcomes Assessment plan	Programmatic total of 85% of SLO's met	4/4 SLO's achieved	Exceeds Expectation
Measure 4: Summary results of Operational Effectiveness Goals	Programmatic total of 85% of OEG's met	8/8 OEG's achieved	Exceeds Expectation

OEG 2: Offer Practical Experiences

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
Measure 1: Provide practical experiences in all core sport management courses	At least 1 practical experience in each core sport management course	SPMT 2320 (Intro to Sport Management): Event Volunteer Report SPMT 3320 (Sport Information and Media Relations): Pre-Game Materials Project SPMT 3330 (Ethics and Governance in Sport) – Ethical Debates SPMT 3340 (Social Aspects of Sport): Sociological observations of	Meets Expectation

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
		sporting events SPMT 3660 (Facility & Event Management): CP Mitchell Easter Sports Day Event SPMT 3800 (Sports Law): Mock trial & legal research SPMT 4060 (Sport Promotion & Fundraising): Marketing Plan Project SPMT 4080 (Sports Business and Finance): Budget project, business pitches, event bid, feasibility study SPMT 4510 (Sport Administration): Mock interview	
Measure 2: Provide and facilitate a student organization for sport management majors	- Participate in at least one club fundraiser/comm unity event - At least one club fieldtrip to a sport-related facility/event - At least one meeting per month during the academic year	Kinesiology Student Association (KSA) Club is available to Sport Management majors. Efforts were consistently made by both faculty advisors (one of whom is Sport Management faculty) for the organization to have more programming for Sport Management students. <i>*Note: The transition to business will require a new organization for Sport Management majors.</i>	Meets expectation

OEG 3: Seek increasing quantity and quality partnerships

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
Measure 1: Maintain a list of sport management internship sites	List of appropriate sport management related internship sites updated annually	*See Appendix I: Internship Site List 2025-2026	Meets Expectation
Measure 2: Seek and develop new internship sites	At least 2 new internship sites are established every year	*See Appendix I: Internship Site List 2025-2026	Meets Expectation
Measure 3:	At least 75% of	*See Appendix J: Student	Exceeds Expectation

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
Faculty/student evaluation of internship sites	students will rate “favorably” (at least an 8 out of 10 on a Likert-scale)	Evaluation of Internship Sites 9/9 interns rated their overall internship experience as “Very Positive”	

OEG 4: Connect with and track alumni

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
Measure 1: Seek recent alumni contact and career information/develop alumni database	Will connect with at least 75% of our graduates from each academic year.	*See Appendix K: Recent Alumni As part of the intern exit survey, we have begun asking interns for a non-school email address and their post-graduation plans. Ideally this will help us continue to develop this database.	Meets Expectation
Measure 2: Identify significant alumni (invite to campus, nominate for awards)	At least one “significant alumni” will be invited to campus and nominated for respective awards.	Significant Alumni are identified as recipients for the program’s Outstanding Graduate in Sport Management each year and guest speakers for classes. Below is a list of “significant alumni” identified through these processes. - Abigayl Cox – Outstanding Graduate (2024) – Central Michigan University Football Director of Recruiting - Jackson Rodriguez – Outstanding Graduate (2025) – SLU baseball graduate assistant - Shayla Johnson – Outstanding Graduate (2026) – South Pike High School Teacher and Assistant basketball coach. We also feature our recent alumni and their job placements in recruiting materials. In addition to recent alumni, we have several prominent alumni	Meets Expectation

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
		on our advisory board including William Dede (director of community relations for the GNOSF) and Lauren Fitzmorris (Vice President of Hospitality - Legends Global).	

OEG 5: Faculty Annual Evaluation

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
Measure 1: Annual Evaluation	Sport Management faculty will receive at least an “Adequate Overall Rating” (75%) per academic year	*See Appendix L: “Faculty Annual Evaluations”	Exceeds Expectation

OEG 6: Faculty Identification and engagement in professional development

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
Measure 1: Faculty identification of goals and engagement in appropriate professional development	Sport management faculty will score at least an “Adequate” rating on annual faculty evaluation for professional activity.	*See Appendix L: “Faculty Annual Evaluations”	Meets Expectation

OEG 7: Engage in recruiting activities/marketing of the program

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
Measure 1: List of recruiting/marketing	Sport management will engage in at least 2	*See Appendix M: “Recruiting/Marketing	Meets Expectation

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
activities	recruiting events per year	Materials” Visit Southeastern Admissions Events for more information about recruiting events. Our faculty members participated in general program recruiting, and also attended the Lion Pride Previews to recruit students to the program.	

OEG 8: Meet targets for enrollment and graduation

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:
Measure 1: Number of majors	107 majors	N/A	This is a solid uptick, and this trend is expected to continue as we move into the College of Business
Measure 2: Number of graduates	12 graduates*	Fall: 3* Spring: 9*	*These numbers are based on the number of interns in each of those semesters. The official graduation numbers for 2025-2026 are not available at the submission deadline.