

Student Learning Outcomes Matrix - Academic Year 2022 – 2023

SLO and Measurement Tool(s)	Identify Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Percentage of Students Meeting Expectation			Assessment Results:
SLO 3 – Students will be able to demonstrate the ability to solve problems inherent in the sport business industry.							
Internship Research/Work Portfolio (direct measure 1)	80% of students will meet an “accomplished” standard	27	25	Purpose	92%	Passed	Meets expectation
				Process	82%	Passed	
				Reflection	82%	Passed	
				Application	86%	Passed	
				Supervisor	95%	Passed	
Overall	87%	Passed					
Internship Supervisor Evaluation (indirect measure 1)	80% of students will receive a 4.0 or higher	27	26	96%			Meets expectation
Senior Exit Survey (indirect measure 2 – Question #A5)	Receive an average score of 4.0 or higher	31	Avg Score: 4.58	NA			Meets expectation
SLO 4 – Students will be able to demonstrate the ability to communicate effectively in oral formats utilized in the sport management profession.							
SPT 305 Oral Presentation (direct measure 1)	80% of students will meet an “accomplished” standard	75	60	Structure	98.7%	Passed	Meets expectation
				Eye Contact	84.0%	Passed	
				Engagement	78.7%	Failed	
				Articulation	97.3%	Passed	
				Kinetics	92.0%	Passed	
				Time Management	81.3%	Passed	
Overall	80%	Passed					
Internship Supervisor Evaluation (direct measure 1)	80% of students will meet an “accomplished” standard	27	24	96%			Meets expectation
Senior Exit Survey (indirect measure 2 – Question #A1)	Receive an average score of 4.0 or higher	31	Avg Score: 4.61	NA			Meets expectation

Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

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 – Recruit, hire, and retain diverse, high-quality faculty and staff			
Hiring	The Sport Management program will have a pool of at least 16 candidates when a SM faculty position is open	N/A	N/A
Department Mentoring Program	SM Faculty will participate in the Department Mentoring Program during the first five years of their tenure	Each tenure track faculty has at least one mentor in the SM department	Meets expectation
SM Promotion, Evaluation, and Tenure (PET) Committee	The Sport Management program will have a PET meeting once per year	The PET committee had more than one meeting during the academic year	Meets expectation
OEG 2 – Recruit and retain quality students to meet local and global demands of the sport industry			
Graduation Requirements	70% of SM students will graduate with a GPA of 2.65 or higher	77%	Meets expectation
OEG 3 – Provide students with the opportunity for professional growth			
Member of Sport Management Student Club	Student Club will recruit 20% of the majors to be a member of the Club	60 out of 363 (16.5%)	Does not meet expectation
Internship Program Evaluation	KU Internship Committee will have a meeting once per year	The Internship Committee held two meetings during the academic year	Meets expectation
OEG 4 – Develop and maintain partnerships and community outreach opportunities with local business and organizations			
SM Advisory Board	Advisory Board will have two meetings per year	The Advisory Board met once this past academic year.	Does not meet expectation
Guest Speaker Program	The Sport Management program will have two guest speakers per year	The program hosted seven guest speakers during the academic year	Meets expectation
Research Project Partnerships with sport organizations	The Sport Management program will create at least one	The program had more than one faculty-led research project	Meets expectation

	faculty led research project per year	during the academic year	
OEG 5 – Maintain and grow undergraduate enrollment			
Enrollment	The Sport Management program will admit 100 new and transfer students per year	Freshmen: 71 Transfer: 11 TOTAL: 82	Does not meet expectation
Senior Exit Survey	The Sport Management Department will obtain 80% of all responses being either “Very Satisfied” or “Satisfied” on selection items (Q.IV.B.)	Obtained at least 80% for all items under Q.IV.B	Meets expectation
Degrees Conferred	The Sport Management Program will graduate 72 students per year	70	Does not meet expectation