# Student Learning Outcomes Matrix - Academic Year 2023 – 2024

| SLO and Measures | Identify Benchmark | # | Number of Students Meeting Expectation | | | | | % of Students Meeting Expectation | Assessment Results: |
|---|---|---|---|---|---|---|---|---|---|

**SLO #7 – Students will be able to demonstrate the ability to recognize diversity issues in sport management.**

| SLO and Measures | Identify Benchmark | # | Measurement | Tar. | Acco. | Dev. | Beg. | % of Students Meeting Expectation | Assessment Results: |
|---|---|---|---|---|---|---|---|---|---|
| **Measure 1: SPT 290 Diversity Assignment** | 80% of students will meet an accomplished standard | 20 | Content | 2 | 14 | 4 | 0 | **Content: 80%** | **Content:** Benchmark Passed |
| | | | Critical Thinking | 2 | 4 | 14 | 0 | **Critical Thinking: 30%** | **Critical Thinking:** Benchmark Failed |
| | | | Organization and Clarity | 2 | 16 | 2 | 0 | **Organization and Clarity: 90%** | **Organization and Clarity:** Benchmark Passed |
| **Measure 2: SPT 330 Keith Haring Event** | 80% of students will meet an accomplished standard | 40 | Class Participation | 40 | 0 | 0 | 0 | **Class Participation: 100%** | **Class Participation:** Benchmark Passed |
| | | | Event Participation | 40 | 0 | 0 | 0 | **Event Participation: 100%** | **Event Participation:** Benchmark Passed |
| **Measure 3: Internship Supervisor Evaluation** | 80% of students will meet an accomplished standard | 18 | 18 | | | | | 100% | Benchmark Passed |

**SLO #8 – Students will be able to demonstrate the ability to use technology effectively in the application of sport management practices.**

| SLO and Measures | Identify Benchmark | # | Measurement | Tar. | Acco. | Dev. | Beg. | % of Students Meeting Expectation | Assessment Results: |
|---|---|---|---|---|---|---|---|---|---|
| **Measure 1: SPT 236 CRM Assignment** | 80% of students will meet an accomplished standard | 29 | Correct Number of Prospects | 25 | 0 | 0 | 4 | **Number of Prospects: 86.2%** | **Number of Prospects:** Benchmark Passed |
| | | | Grammar and Spelling of Prospects | 15 | 0 | 0 | 14 | **Grammar and Spelling: 51.7%** | **Grammar and Spelling:** Benchmark Failed |
| **Measure 2: SPT 236 AHREFS Assignment** | 80% of students will meet an accomplished standard | 29 | Keyword Meets Requirements | 25 | 1 | 2 | 1 | **Keyword Requirements: 89.7%** | **Keyword Requirements:** Benchmark Passed |
| | | | Grammar and Spelling | 20 | 3 | 3 | 2 | **Grammar and Spelling: 79.3%** | **Grammar and Spelling:** Benchmark Failed |
| | | | | | | | | **Content Length: 100%** | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | **Content Length** | 29 | 0 | 0 | 0 | **Use of H1 Tag:** 69% | **Content Length:** Benchmark Passed |
| | | | **Use of H1 Tag** | 20 | 0 | 9 | 0 | **Use of H2 Tag:** 34.5% | **Use of H1 Tag:** Benchmark Failed |
| | | | **Use of H2 Tag** | 10 | 0 | 0 | 19 | **Keyword Density:** 79.3% | **Use of H2 Tag:** Benchmark Failed |
| | | | **Keyword Density** | 21 | 2 | 4 | 2 | | **Keyword Density:** Benchmark Failed |
| **Measure 3: Internship Supervisor Evaluation** | 80% of students will meet an accomplished standard | 10 | 9 | | | | | 90% | Benchmark Passed |

# Program-Level Operational Effectiveness Goals Matrix
## Academic Year 2023-24

| Operational Effectiveness Goal and Measurement Tool(s) | Benchmark | Data Summary | Assessment Results |
|---|---|---|---|
| **OEG 1** – Faculty will showcase expertise and develop new skills and knowledge for use in the classroom. | | | |
| **Faculty publications and presentations** | 100% of full-time faculty members present and/or publish once per academic year. | All full-time faculty members either presented at a conference or published. | Benchmark passed |
| **Utilizing funding from Professional Development Office** | 80% of full-time faculty members apply for grant from Professional Development Committee per academic year. | 85% of full-time faculty members applied for a grant. | Benchmark passed |
| **The Center for Engaged Learning** | 80% of full-time faculty members attend at least one CEL session per academic year. | Only 1 faculty member (14%) attended a CEL session. | Benchmark failed |
| **OEG 2** – Students will be provided a broad-based education defined by an enhanced learning experience. | | | |
| **Experiential learning opportunities and activities** | 100% of courses provide at least one experiential learning opportunity or activity. | 100% of courses provide at least one experiential learning experience. | Benchmark passed |
| **Class size numbers** | 80% of required courses will have an enrollment cap of 30 students or less per academic year. | Over 30: 31% **30 or Under: 69%** | Benchmark failed |
| **Research projects** | At least one faculty-led student research project will be conducted per academic year. | At least one research project was conducted. | Benchmark passed |
| **Sport Management Club membership** | The Sport Management Club's membership will total no less than 20% of the major's enrollment. | 20% of the major's enrollment is a member of the Sport Management club. | Benchmark passed |
| **OEG 3** – Recruit and retain a diverse student body that reflects the changing needs of the sport industry. | | | |
| **Student enrollment** | The program will admit 100 new and transfer students per year. | Fall 2023: 85 Spring 2024: 3 | Benchmark failed |

| | | **Total: 88** | |
|---|---|---|---|
| **Student retention** | 70% of majors persist to graduation over the course of four academic years. | 85 students<br>34 graduated<br>**Total: 40%[1]** | <mark>Benchmark failed</mark> |
| **Student diversity** | At least 10% of the program's students will be a minority and/or female. | 46% | Benchmark passed |
| **Graduate GPAs** | 70% of majors will graduate with a GPA of 2.65 or higher. | 88.52% | Benchmark passed |
| **OEG 4** – Positioning the program as one of merit in Pennsylvania through brand enhancement. | | | |
| **Social media growth** | Maintain a combined engagement number among social media platforms over 1,500. | Facebook: 856<br>LinkedIn: 1,584<br>**Total: 2,440[2]** | Benchmark passed |
| **Open House participation** | Program is represented at each University Open House or recruiting event during the academic year. | Program was represented at each Open House and/or recruitment event. | Benchmark passed |
| **OEG 5** – Create and maintain a relationship with sport organizations. | | | |
| **SM Advisory Board** | The Advisory Board will have two meetings per academic year. | N/A | N/A |
| **Industry Meet and Greets** | The department and/or the Sport Management Club will arrange trips to events/facilities twice per academic year to provide students the opportunity to meet executive members of sport organizations. | Three opportunities were provided for students to meet executive members of sport organizations. | Benchmark passed |
| **Guest Speaker Program** | The program will host two keynote speakers per academic year. | The program hosted seven speakers during the academic year. | Benchmark passed |

[1] This number only shows if they graduated as Sport Management majors, not if they switched to a different major and graduated over the course of four academic years.
[2] The number for each network represents the total content interactions between August 1, 2023 and July 1, 2024.