

Graduate Program Sport Administration SLOs

Student Learning Outcomes Matrix – Academic Year 2025-26

Identify each Student Learning Outcome and Measurement Tool(s)	Identify Learning Benchmarks	Total Number of Students Observed	Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectations	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
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SLO 1 Students will synthesize and apply advanced sport management concepts.

Measure 1: Topic research paper: ESPE 6643 Current Readings (direct)	90% of students will score at least 80%	n= 123	n= 116	94%	Exceeds expectation
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Measure 2: Research proposal assignment: ESPE 6673 Research Design (direct)	90% of students will score at least 80%	n= 134	n= 132	99%	Exceeds expectation
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Measure 3: Internship Supervisor Evaluation- Knowledge and Understanding item: ESPE 681V Internship (indirect)	90% of students score at least 5.0 on a 1-5 scale	n= 123	n= 123	100%	Exceeds expectation
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Measure 4: Sport organization project: SWOT Financial analysis: ESPE 6133 Sport Finance (direct)	80% of students will score at least 90%	n= 113	n= 126	89.7%	Exceeds expectation
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Measure 5: Sport marketing plan: ESPE 6123 Sport Marketing (direct)	80% of students will score at least 90%	n= 128	n= 118	92.2%	Exceeds expectation
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Measure 6: Discussion 3.1 Sport level policy development: ESPE 6163 Sport Governance & Operations (direct)	80% of students will score at least 90%	n= 126	n= 123	97.6%	Exceeds expectation
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SLO 2 Students will demonstrate effective communication skills.

Measure 1: Comprehensive exam- Sport Communication section (direct)	90% of students will score at least 4.0 on a 1-5 scale	n= 107	n= 105	98.1%	Exceeds expect ation
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Measure 2: Internship Supervisor Evaluation- Oral Communications item (indirect)	90% of students score at least 5.0 on a 1-5 scale	n= 123	n= 117	95.1%	Exceeds expectation
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Measure 3: Internship Supervisor Evaluation- Written Communications item (indirect)	90% of students score at least 5.0 on a 1-5 scale	n= 123	n= 121	98.4%	Exceeds expectation
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Measure 4: Term paper & presentation: ESPE 6153 Sport Leadership	90% of students score at least 80%	n= 124	n= 120	96.8%	Exceeds expectation
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Measure 5: Improving communication skills assignment: ESPE 6143 Sport Communication	90% of students score at least 80%	n= 124	n= 123	99.2%	Exceeds expectation
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SLO 3 Students will demonstrate expectations of ethical conduct in the sport industry.

Measure 1:	90% of students score at least
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Internship Supervisor Evaluation- Judgment item: ESPE 681V Internship (indirect)	5.0 on a 1-5 scale	n= 123	n= 122	99.2%	Exceeds expectation
Measure 2: Internship Supervisor Evaluation- Responsibility item: ESPE 681V Internship (indirect)	90% of students score at least 5.0 on a 1-5 scale	n= 123	n= 119	96.8%	Exceeds expectation
Measure 3: Ethics Development Plan- Self-Assessment: ESPE 6103 Ethical Issues in Sport (direct)	90% of students will score at least 90%	n= 134	n= 129	96.2%	Exceeds expectation
Measure 4: Term paper: ESPE 6103 Ethical Issues in Sport (direct)	90% of students will score at least 90%	n= 134	n= 107	79.9%	Does not meet expectation
Measure 5: Risk management facility assessment: ESPE 6113 Sport Law (direct)	90% of students will score at least 90%	n= 124	n= 121	97.6%	Exceeds expectation

*Student Learning Outcomes Matrix Narrative:
Which areas met or exceeded expectations? Why?*

Based on the student learning outcome data for the graduate program, overall student performance is outstanding. All SLOs but one exceeded the established benchmarks for success.

Following COSMA feedback from the 2024-2025 annual report, program faculty added five additional measurements for a more accurate picture of program assessment across more courses. Our SLO results show faculty are effective in design, measurements, and assessment practices to support student learning outcomes.

Which areas do we not meet expectations? Why?

For ESPE 6103, Ethical Issues in Sport, term paper measurement, 27 (21%) students did not meet the expectation (score 90% or higher) on the term paper. Since this assignment is near the end of semester, many students appear to have procrastinated this assignment by either not completing, partially completing or submitting late. This seems to be an unusual class due to the larger number of students either not submitting assignment or submitting late with penalties, thus greatly reducing their grades. This is normally not the case with most classes in the past years. A reminder is sent out in the learning platform reminding them of the final week's deadline also.

The same measure will continue in this course since it helps measure student learning from a course culmination lengthy writing assignment. Improved scores are expected during the next course offering. This data will be closely watched on the next rotation.

How does this data drive curricular decisions?

This is an isolated course with outlier results from previous semesters. The measurement is an accurate measure of comprehension and writing ability for the course. Since it is a term paper, the knowledge accumulated is expected to be portrayed in this paper. The assignment will continue to be required. This measurement will be closely monitored during the next course offering.

Graduate Sport Administration OEGs

Program-Level Operational Effectiveness Goals Matrix – Academic Year 2025-26

Identify Each Operational Goal and Measurement Tool(s)	Identify Benchmarks	Data Summary	Assessment Results:
			1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data

OEG 1 Provide experiential learning opportunities.

Measure 1	Engage in at least 50 external partnerships	123 students participated in partnerships in over 120 different sport environments	Exceeds expectation
Measure 2	3 class visits/video calls with industry professionals	5 industry professional speakers	Exceeds expectation
Measure 3	Student academic engagement: Presentation of research activities (Goal: 3 students)	3 students presented research at academic conferences	Meets expectation

OEG 2 Ensure program curriculum relevance to the sport industry.

Measure 1	Faculty participation at academic conferences	3 faculty participated in academic conferences	Meets expectation
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	(Goal: 3 conferences per year)		
Measure 2	Obtain input from SA alumni and advisory board members (Goal: 2 members' input)	8 external industry professionals provided program input	Exceeds expectation
Measure 3	Implementation of new technology in SA and innovative pedagogical techniques (Goal: 2)	0 faculty employed new course strategy	Does not meet expectation
Measure 4	SA faculty review of curricula at the start of each semester (Goal: Twice per year)	Program faculty meet each semester to review program curricula and discuss any proposed changes.	Meets expectation

OEG 3 Faculty engagement in scholarly and service activities.

Measure 1	Highly productive faculty with scholarly journal productivity (Goal: 2 publications)	2 publications in peer-reviewed academic journals	Meets expectation
Measure 2	Highly productive SA faculty in scholarly presentations accepted at inter/national academic conferences (Goal: 3 presentations)	3 conference presentation	Meets expectation
Measure 3	SA faculty engaged in community and sport management field service (Goal: 3)	Faculty engaged in activities (4)	Exceeds expectations

OEG 4 Sustain program prominence as a leader in sport management education.

Measure 1	Maintain program exposure through both on-line and on campus (Goal: 3 activities per year)	Market program at various on-campus events: Volunteer@State, Learn@State, Community & Club Fair Online exposure: Risepoint, department social media, program rankings sites, COSMA site	Meets expectation
Measure 2	Retain COSMA accreditation	Re-affirmation of accreditation	Meets expectation
Measure 3	SM faculty engaged in community and SM field service (Goal: 4)	Faculty engaged in community and SM field (4 activities)	Meets expectation

OEG 5 Institutional effectiveness

Measure 1	Graduate enrollment of minimum 200	218 enrolled Fall 2025	Exceeds expectation
Measure 2	Retain ² 80% of graduate students	86% retention	Exceeds expectation

Note²: University-wide retention stretch goal is 80%.

Operational Effectiveness Goals Required Narrative: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.

Enrollment saw a 6.3% increase in the SA program from previous year. This increase met our enrollment goal.

OEG 2, Measure 3: Implementation of new technology in SA and innovative pedagogical techniques (Goal: 2). Faculty will engage in updated technology through the Center for Excellent in Teaching and Learning (CETL). Faculty will attend workshops in-person or via recorded sessions to better utilize tools and resources in Canvas, and in the classroom.

Program marketing and faculty responsiveness to student inquiries will continue. Enrollment expectations are to remain above 200 annually and retain students 90% as a stretch goal. Student achievement on comprehensive exams is commendable. Only one student failed the exam this year. Thesis students (3) were also successful in defending their theses during this period.