

Complete the following program-level student learning outcomes (SLO) matrix and program-level operational effectiveness goals (OEG) matrix.

**Student Learning Outcomes Matrix - Academic Year 2021 – 2022**

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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>SLO 1 – Students effectively investigated, examined, and analyzed the components that make-up the Foundations of Sport (Historical, Sociological, and Psychological).</b>					
<b>Measure 1 (DM)</b> Case Study (SPTM 453)	student assessment measuring CPC content area (Social Foundations of Sport) is for 70% of students to score at least an 80% (i.e., B).	26	12	46.15%	1
<b>Measure 2 (DM)</b> Big 5 Personality Profile (SPTM 491)	student assessment measuring CPC content area (Psychological Foundations of Sport) is for 70% of students to score at least an 80% (i.e., B).	37	37	100.00%	3
<b>Measure 3 (IM)</b> Business Plan (SPTM 228)	the goal for student assessment measuring all CPC content areas is for 70% of students to score at least an 80% (i.e., B).	37	37	100.00%	3
<b>SLO 2 – Students successfully identified, described, and analyzed the concepts related to the Foundations of Sport Management.</b>					
<b>Measure 1 (DM)</b> Global Research Paper (SPTM 492)	student assessment measuring CPC content area (International Foundations of Sport Management) is for 70% of students to score at least an 80% (i.e., B).	21	21	100.00%	3
<b>Measure 2 (DM)</b> Governance/Ethics Research Paper (SPTM 336)	student assessment measuring CPC content area (Governance & Policy in Sport Management) is for 70%	21	16	76.19%	2

	of students to score at least an 80% (i.e., B).				
<b>Measure 3 (IM)</b> Business Plan (SPTM 228)	student assessment measuring all CPC content areas is for 70% of students to score at least an 80% (i.e., B).	37	37	100.00%	3
<b>SLO 3 – Students effectively recognized, described, and assessed the concepts related to the Functions of Sport Management.</b>					
<b>Measure 1 (DM)</b> Team Marketing Plan Project (SPTM 333)	student assessment measuring CPC content area (Sport Marketing) is for 70% of students to score at least an 80% (i.e., B).	29	28	96.55%	3
<b>Measure 2 (DM)</b> Strategic Sport Communication Plan (SPTM 288)	student assessment measuring CPC content area (Sport Communication) is for 70% of students to score at least an 80% (i.e., B).	42	30	71.43%	2
<b>Measure 3 (DM)</b> Budget Analysis Project (SPTM 452)	student assessment measuring content area (Finance) is for 70% of students to score at least an 80% (i.e., B).	30	27	90.00%	3
<b>Measure 4 (IM)</b> Business Plan (SPTM 228)	the goal for student assessment measuring all CPC content areas is for 70% of students to score at least an 80% (i.e., B).	37	37	100.00%	3
<b>SLO 4 – Students effectively identified, defined, and assessed the concepts related to the Sport Management Environment.</b>					
<b>Measure 1 (DM)</b> Governance/Ethics Research Paper (SPTM 336)	student assessment measuring CPC content area (Ethics in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	21	16	76.19%	2
<b>Measure 2 (DM)</b> Case Study (SPTM 453)	student assessment measuring CPC content area (Diversity Issues in	26	12	46.15%	1

	Sport Management) is for 70% of students to score at least an 80% (i.e., B).				
<b>Measure 3 (DM)</b> Social Media Report (SPTM 353)	student assessment measuring CPC content area (Technology Issues in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	37	28	75.68%	2
<b>Measure 4 (IM)</b> Business Plan (SPTM 228)	the goal for student assessment measuring all 3.2 CPC (D) content areas is for 70% of students to score at least an 80% (i.e., B).	37	37	100.00%	3
<b>Measure 5 (IM)</b> Practicum Final Paper (SPTM 305)	the goal for student assessment measuring all 3.2 CPC (D) content areas is for 70% of students to score at least an 80% (i.e., B).	20	16	80.00%	3
<b>Measure 6 (IM)</b> Internship Final Paper (SPTM 498)	the goal for student assessment measuring all 3.2 CPC (D) content areas is for 70% of students to score at least an 80% (i.e., B).	24	24	100.00%	3
<b>SLO 5 – Students successfully completed and effectively reported their Integrative [Field] Experiences in a Sport Management work-environment.</b>					
<b>Measure 1 (DM)</b> Student Presentation (SPTM 283)	student assessment measuring CPC content area (Integrative Experience) is for 70% of students to score at least an 80% (i.e., B).	16	13	81.25%	3
<b>Measure 2 (DM)</b> Practicum presentation (SPTM 305)	student assessment measuring CPC content area (Integrative Experience) is for 70% of students to score at least an 80% (i.e., B).	22	19	86.36%	3
<b>Measure 3 (DM)</b>	student assessment	25	22	88.00%	3

Internship presentation (SPTM 498)	measuring CPC content area (Capstone Experience) is for 70% of students to score at least an 80% (i.e., B).				
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*Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.*

## SLO Narrative

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you “**close the loop**” by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how the outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

COVID-19 additional explanation requirements: Discuss what modifications you made to your O/A plan, instrument changes, changes in required hours, if/how you fell short in data collection, what was difficult to measure and include how this circumstance has impacted how you are moving forward with outcomes assessment data collection.

## Narrative Overview:

Identify Each Student Learning Outcome and Measurement Tool(s)	Assessment Results:	Analysis and Narrative(s)
	1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data	
SLO 1 – Students effectively investigated, examined, and analyzed the components that make-up the Foundations of Sport (Historical, Sociological, and Psychological).		
Measure 1 (DM) Case Study (SPTM 453)	1	This SLO is considered unmet due to the results of Measure #1. This Case Study assessment is a difficult one. However, many of the students who fall short fail to take advantage of the time given to them during the term(s) to work on the study. The submissions that fall short of the benchmark are hurried works. From a skill-development perspective, the students can do well on the case study. Due to the 2021 results, the professor took approaches to help students avoid procrastinating. The professor will now try an alternative means to help the students avoid procrastination.
Measure 2 (DM) Big 5 Personality Profile (SPTM 491)	3	
Measure 3 (IM) Business Plan (SPTM 228)	3	
SLO 2 – Students successfully identified, described, and analyzed the concepts related to the Foundations of Sport Management.		

<b>Measure 1 (DM)</b> Global Research Paper (SPTM 492)	3	USI SPTM students successfully identified, described, and analyzed the concepts related to the Foundations of Sport Management.  Due to the exceptional benchmark results, the program will consider adding more measures to SLO2.
<b>Measure 2 (DM)</b> Governance/Ethics Research Paper (SPTM 336)	2	
<b>Measure 3 (IM)</b> Business Plan (SPTM 228)	3	
SLO 3 – Students effectively recognized, described, and assessed the concepts related to the Functions of Sport Management.		
<b>Measure 1 (DM)</b> Team Marketing Plan Project (SPTM 333)	3	USI SPTM students effectively recognized, described, and assessed the concepts related to the Functions of Sport Management.  Due to the exceptional benchmark results, the program will consider adding more measures to SLO3.
<b>Measure 2 (DM)</b> Strategic Sport Communication Plan (SPTM 288)	2	
<b>Measure 3 (DM)</b> Budget Analysis Project (SPTM 452)	3	
<b>Measure 4 (IM)</b> Business Plan (SPTM 228)	3	
SLO 4 – Students effectively identified, defined, and assessed the concepts related to the Sport Management Environment.		
<b>Measure 1 (DM)</b> Governance/Ethics Research Paper (SPTM 336)	2	USI SPTM students effectively identified, defined, and assessed the concepts related to the Sport Management Environment. The assessments contributing to each measure also show ideal criteria, difficulty, and benefit from expectations being met with the benchmarks.  Measurement #2: This Case Study assessment is a difficult one. However, many of the students who fall short fail to take advantage of the time given to them during the term(s) to work on the study. The submissions that fall short of the benchmark are hurried works. From a skill-development perspective, the students can do well on the case study. Due
<b>Measure 2 (DM)</b> Case Study (SPTM 453)	1	
<b>Measure 3 (DM)</b> Social Media Report (SPTM 353)	2	
<b>Measure 4 (IM)</b> Business Plan (SPTM 228)	3	

		to the 2021 results, the professor took approaches to help students avoid procrastinating. The professor will now try an alternative means to help the students avoid procrastination.
<b>Measure 5 (IM)</b> Practicum Final Paper (SPTM 305)	3	
<b>Measure 6 (IM)</b> Internship Final Paper (SPTM 498)	3	
SLO 5 – Students successfully completed and effectively reported their Integrative [Field] Experiences in a Sport Management work-environment.		
<b>Measure 1 (DM)</b> Student Presentation (SPTM 283)	3	USI SPTM students successfully completed and effectively reported their Integrative [Field] Experiences in a Sport Management work-environment.  Due to the exceptional benchmark results, the program will consider adding more measures to SLO5.
<b>Measure 2 (DM)</b> Practicum presentation (SPTM 305)	3	
<b>Measure 3 (DM)</b> Internship presentation (SPTM 498)	3	

### Program-Level Operational Effectiveness Goals Matrix Academic Year 2021-22

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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>OEG 1: The USI Sport Management program will provide students with diverse, high-quality faculty.</b>			
<b>Measure 1:</b> Hiring – we will follow the hiring protocols set forth through our university and advertisement in appropriate outlets – (e.g., The Chronicle, NASSM outlets, NIRSA)	25 applicants will apply for a SM position when there is an opening and there will be 3 viable candidates to bring on campus.	n/a – all faculty tenure lines available are filled	4
<b>Measure 2:</b> College Mentoring Program (Retain) – The purpose of the College Mentoring Program is to create a link between new and junior faculty and respected, tenured faculty.	100% of new faculty will participate in the College Mentoring Program during the first three years of their tenure.	Dr. Kim has a designated mentor with the Pott College as an accessible resource for questions about tenure requirements, approaches in the classroom, scholarship practices, etc....	2
<b>Measure 3:</b> Faculty Teaching Evaluations (Retain – by meeting promotion/tenure requirements)	100% of the faculty teaching evaluations will be at least a 3.5 on a 1-5 scale on all areas of evaluation.	Both full-time faculty members achieved averages above 3.5	2
<b>Measure 4:</b> Faculty Publications and Presentations (Retain – by meeting promotion/tenure requirements)	On average, the faculty will produce, at least, 1-2 publications and presentations a year.	Five publications achieved between May 2021 to April 2022	3
<b>Measure 5:</b> Faculty development: Faculty will receive information on strategies and tactics to promote diversity, equity, and inclusion.	At least, one faculty member will sit on the Equity, Diversity, and Inclusion Committee within the Pott College of USI.	Dr. Smith (official member) and Dr. Kim (proxy member) were involved in the Pott College [service] committee covering Equity, Diversity, and Inclusion.	3
<b>OEG 2: The USI Sport Management program will successfully provide students with the training necessary to gain knowledge and skills related to all COSMA Common Professional Component (CPC) content areas.</b>			
<b>Measure 1:</b> SLO1 met that is related to the Foundations of Sport.	80% of the direct measures reached.	50% of the direct measures achieved the established expectations	1



<b>Measure 2:</b> SLO2 met that is related to the Foundations of Sport Management.	80% of the direct measures reached.	100% of the direct measures achieved the established expectations	3
<b>Measure 3:</b> SLO3 met that is related to the Functions of Sport Management.	80% of the direct measures reached.	100% of the direct measures achieved the established expectations	3
<b>Measure 4:</b> SLO4 met that is related to the Environment of Sport Management.	80% of the direct measures reached.	67% of the direct measures achieved the established expectations	1
<b>Measure 5:</b> SLO5 met that is related to the Integrative Experiences and Career Planning of Sport Management.	80% of the direct measures reached.	100% of the direct measures achieved the established expectations	3
<b>OEG 3: The USI Sport Management program will make efforts to recruit and retain undergraduate enrollments.</b>			
<b>Measure 1:</b> A Case Study competition will be held each fall semester for current USI SPTM majors and others.	At least 12 students will participate in the competition.	9 students participated in the USI Annual SPTM Case Study [regional] Competition (FA21) *3 students participated in the CSRI Case Study [national] Competition (SP22)	1
<b>Measure 2:</b> Faculty and staff will attend recruitment fairs and events on a yearly basis.	At least four events [in total] will be attended by the faculty and staff from the department for recruitment and retention.	USI Annual SPTM Case Study Competition (FA21) USI Exploring Majors and Minors Fair (FA21) Grand Opening tours of the USI Screaming Eagle Complex (SP22) CSRI Case Study Competition (SP22) National SHAPE America Conference: presentation on recruitment and retention (SP22)	3
<b>Measure 3:</b> SLO5 met that is related to the Integrative Experiences and Career Planning of Sport Management.	80% of the direct measures reached.	100% of the direct measures achieved the established expectations	3
<b>OEG 4: The USI Sport Management program will provide students with the opportunity for professional development and growth within the SPTM local industry and beyond.</b>			
<b>Measure 1:</b> The Field Experience Faculty Coordinator (FEFC) will develop, maintain, and evaluate partnerships and community outreach opportunities with local business and organizations.	The FEFC will add one more partnership to the total amount of opportunities per year.	The FEFC added the following: Bedford North Lawrence Unified Flag Football Owensboro (KY) Family YMCA E.I. Sports and Apparel	2

<b>Measure 2:</b> Advisory Board – students are part of the advisory board to assist with making curriculum changes and provide feedback for the program.	To have the advisory board meet twice per year.	Meetings did not take place, but rather the primary contact has consistent contact with current and past majors and speaks with industry professionals. The primary contact consistently requests about the major's experience each student is having and had.	1
<b>Measure 3:</b> Practicum – The practicum (150 hours) is typically completed during the sophomore or junior year.	To have 90% of the students successfully complete a 150-hour practicum within recreational sports, intercollegiate athletics and/or professional sport the first time taken.	87.5% (N = 24)	1
<b>Measure 4:</b> Internship – 450 hours completed during the student's senior year.	To have 90% of students successfully complete a 450-hour internship their senior year.	88.8% (N = 27)	1
<b>OEG 5: The USI Sport Management program will consistently provide a high-quality, educational experience to SPTM majors.</b>			
<b>Measure 1:</b> Sport Management Alumni Survey (Items 1-2)	student assessment on Alumni Survey data for measuring critical thinking/problem solving is for 70% of students to score a 4.0 on a 5-point scale.	Benchmark (percentage) and average for the following: Item 1 (88.9%) & 4.15 Item 2 (92.5%) & 4.15	2
<b>Measure 2:</b> Sport Management Alumni Survey (Items 3-6)	student assessment on Alumni Survey data measuring communication is for 70% of students to score a 4.0 on a 5-point scale.	Benchmark (percentage) and average for the following: Item 3 (88.9%) & 4.19 Item 4 (92.5%) & 4.26 Item 5 (81.5%) & 3.96 Item 6 (92.5%) & 4.15	2
<b>Measure 3:</b> Sport Management Alumni Survey (Items 7-8)	student assessment for Alumni Survey Data is for measuring technology is for 70% of students to score a 4.0 on a 5-point scale.	Benchmark (percentage) and average for the following: Item 7 (77.8%) & 3.93 Item 8 (77.8%) & 3.93	2
<b>Measure 4:</b> Sport Management Alumni	student assessment for Alumni Survey data	Benchmark (percentage) and average for the following: Item 9 (88.9%) & 4.37	2

Survey (Items 9-11)	measuring diversity is for 70% of students to score a 4.0 on a 5-point scale.	Item 10 (88.9%) & 4.37 Item 11 (88.9%) & 4.26	
<b>Measure 5:</b> Advisory Board – students are part of the advisory board to assist with making curriculum changes and provide feedback for the program.	To have the advisory board meet twice per year.	Meetings did not take place, but rather the primary contact has consistent contact with current and past majors and speaks with industry professionals. The primary contact consistently requests about the major's experience each student is having and had.	1

**Narrative Overview:** The end of this document includes planned changes to all SLO and OEG components within our program's framework (i.e., new matrices). It was identified in January 2021 when I (Dr. Chase ML Smith) took over as the primary contact that our SLOs are not measurable, and our OEGs are not directly connected to our SLOs. Brief narratives are still listed below for the current report. The 2021-22 report will contain a different framework for our program's assessments.

**Based on the below results and within the program's current framework for assessment, our program can have confidence of meeting all five goals.**

#### OEG Narrative

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data	Analysis and Narrative(s)
<b>OEG 1: The USI Sport Management program will provide students with diverse, high-quality faculty.</b>			
<b>Measure 1:</b> Hiring – we will follow the hiring protocols set forth through our University and advertisement in appropriate outlets – (e.g., The Chronicle, NASSM outlets, NIRSA)	25 applicants will apply for a SM position when there is an opening and there will be 3 viable candidates to bring on campus.	4	The USI SPTM program can confidently claim that the program provides students with diverse, high-quality faculty.
<b>Measure 2:</b> College Mentoring Program (Retain) – The purpose of the College Mentoring Program is to create a link between new and junior faculty and respected, tenured faculty.	100% of new faculty will participate in the College Mentoring Program during the first three years of their tenure.	2	
<b>Measure 3:</b> Faculty Teaching Evaluations (Retain – by meeting promotion/tenure requirements)	100% of the faculty teaching evaluations will be at least a 3.5 on a 1-5 scale on all areas of evaluation.	2	
<b>Measure 4:</b> Faculty Publications and Presentations (Retain – by meeting promotion/tenure requirements)	On average, the Faculty will produce, at least, 1-2 publications and presentations a year.	3	
<b>Measure 5:</b> Faculty development: Faculty will	At least, one faculty member will sit on the	3	

receive information on strategies and tactics to promote diversity, equity, and inclusion.	Equity, Diversity, and Inclusion Committee within the Pott College of USI.		
OEG 2: The USI Sport Management program will successfully provide students with the training necessary to gain knowledge and skills related to all COSMA Common Professional Component (CPC) content areas.			
Measure 1: SLO1 met that is related to the Foundations of Sport.	80% of the direct measures reached.	1	The USI SPTM program cannot objectively claim that the program successfully provided students with the training necessary to gain knowledge and skills related to all COSMA Common Professional Component (CPC) content areas. However, the program still considers OEG 2 achieved.  The influence of the failure to meet expectations is that it is due to one [direct] measure, one course’s assessment ( <i>please see narrative above for planned action</i> ). The SLO1 and SLO4 should improve over the next year to allow our program to claim OEG 2 is achieved.
Measure 2: SLO2 met that is related to the Foundations of Sport Management.	80% of the direct measures reached.	3	
Measure 3: SLO3 met that is related to the Functions of Sport Management.	80% of the direct measures reached.	3	
Measure 4: SLO4 met that is related to the Environment of Sport Management.	80% of the direct measures reached.	1	
Measure 5: SLO5 met that is related to the Integrative Experiences and Career Planning of Sport Management.	80% of the direct measures reached.	3	
OEG 3: The USI Sport Management program will make efforts to recruit and retain undergraduate enrollments.			
Measure 1: A Case Study competition will be held each fall semester for current USI SPTM majors and others.	At least 12 students will participate in the competition.	1	The USI Sport Management program can claim that it made efforts to recruit and retain undergraduate enrollments.  While the program failed to reach the benchmark for Measure #1, we went above and beyond by taking a group of students to a national Case Study Competition. The trip was a solid success and there is great optimism that the program can create a consistent team for the annual competition in Columbia, SC. For these reasons, the program still believes OEG 3 was achieved.
Measure 2: Faculty and staff will attend recruitment fairs and events on a yearly basis.	At least four events [in total] will be attended by the faculty and staff from the department for recruitment and retention.	3	
Measure 3: SLO5 met that is related to the Integrative Experiences and Career Planning of Sport Management.	80% of the direct measures reached.	3	
OEG 4: The USI Sport Management program will provide students with the opportunity for professional development and growth within the SPTM local industry and beyond.			
Measure 1: The Field Experience Faculty	The FEFC will add one more partnership to the	2	From the results, the USI Sport Management program came up

Coordinator (FEFC) will develop, maintain, and evaluate partnerships and community outreach opportunities with local business and organizations.	total amount of opportunities per year.		short to provide students with the opportunity for professional development and growth within the SPTM local industry and beyond. Measure #2 had unforeseen events influence the availability of the advisory board. Historically, the student governed SPTM club on USI’s campus held events that allowed advisory board personnel a chance to connect with the SPTM faculty for a formal meeting. Majority of the SPTM Club events for the 2021-22 year were canceled. This was outside of the department’s control. The primary contact was still able to collect feedback within a lot of the same conversations that historically took place during past advisory board meetings. *The department now has oversight for the future happenings with the SPTM Club allowing more control of scheduling.  The shortcomings for the Measures #3 and #4 were minimal. It is worth noting that all but one of the students who didn’t reach the benchmark were able to complete the hours during a later term. The FEFC plans to implement communication tactics that should eliminate the risk of a student falling short of the benchmark.
<b>Measure 2:</b> Advisory Board – students are part of the advisory board to assist with making curriculum changes and provide feedback for the program.	To have the advisory board meet twice per year.	1	
<b>Measure 3:</b> Practicum – The practicum (150 hours) is typically completed during the sophomore or junior year.	To have 90% of the students successfully complete a 150-hour practicum within recreational sports, intercollegiate athletics and/or professional sport the first time taken.	1	
<b>Measure 4:</b> Internship – 450 hours completed during the student’s senior year.	To have 90% of students successfully complete a 450-hour internship their senior year.	1	
<b>OEG 5: The USI Sport Management program will consistently provide a high-quality, educational experience to SPTM majors.</b>			
<b>Measure 1:</b> Sport Management Alumni Survey (Items 1-2)	student assessment on Alumni Survey data for measuring critical thinking/problem solving is for 70% of students to score a 4.0 on a 5-point scale.	2	The USI Sport Management program can claim it provided a high-quality, educational experience to SPTM majors.  Measure #5 had unforeseen events influence the availability of the advisory board. Historically, the student governed SPTM Club on USI’s campus held events that allowed advisory board personnel a chance to connect with the SPTM faculty for a formal meeting. Majority of the SPTM Club events for the 2021-22 year were canceled. This was outside of the department’s control. The primary contact was still able to collect feedback within a lot of the same conversations that historically took place during past advisory board meetings. *The department now has oversight for the future happenings with the SPTM Club allowing more control of scheduling.
<b>Measure 2:</b> Sport Management Alumni Survey (Items 3-6)	student assessment on Alumni Survey data measuring communication is for 70% of students to score a 4.0 on a 5-point scale.	2	
<b>Measure 3:</b> Sport Management Alumni	student assessment for Alumni Survey Data is	2	

Survey (Items 7-8)	for measuring technology is for 70% of students to score a 4.0 on a 5-point scale.		
<b>Measure 4:</b> Sport Management Alumni Survey (Items 9-11)	student assessment for Alumni Survey data measuring diversity is for 70% of students to score a 4.0 on a 5-point scale.	2	
<b>Measure 5:</b> Advisory Board – students are part of the advisory board to assist with making curriculum changes and provide feedback for the program.	To have the advisory board meet twice per year.	1	