

**Program-Level Student Learning Outcomes Matrix  
M.S. Sport Administration 2019-20**

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the 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: Demonstrate knowledge of advanced principles of the sport management field.</b>					
Measure 1 ESPE 6113 Quiz I (Direct)	80% of Sport Administration majors will earn a “B” (80%) or better	218	182	83.0%	3
Measure 2 Internship Supervisor Evaluation Overall grade item (Indirect)	90% of SA students will score 4 or higher on the Internship Supervisor Evaluation, Knowledge and Understanding item	52	52	100%	3
<b>SLO 2: Effectively apply a variety of oral and written business and professional communications skills.</b>					
Measure 1 Internship Supervisor Evaluation Communication item (Indirect)	80% of SA students will score 4 or higher on the Internship Supervisor Evaluation, Communication item	52	52	100%	3
Measure 2 ESPE 6133 Sport Finance & Budgeting Feasibility Study Presentation (Direct)	80% of SA students will score B or higher on the ESPE 6133 Feasibility Study Presentation	209	184	88.0%	3
<b>SLO 3: Demonstrate advanced understanding and competence of practicing good ethics and conduct in intern workplace.</b>					
Measure 1	90% of SA students will score 4 or higher on the				

Internship Supervisor Evaluation Judgement item (Indirect)	Internship Supervisor Evaluation, Judgement item	52	52	100%	3
Measure 2 Internship Supervisor Evaluation Responsibility item (Indirect)	80% of SA students will score 4 or higher on the Internship Supervisor Evaluation Responsibility item	52	52	98.6%	3
SLO 4: Ability to research, analyze, and interpret sport studies in order to effectively discuss current issues, challenges, professional practices, and strategies in the sport environment.					
Measure 1 ESPE 6673 Research Design, Discussion Board Assignment #2 (Direct)	80% of students will demonstrate competencies with ESPE 6673 Research Design Discussion Board Assignment #2	206	182	88.0%	3
Measure 2 ESPE 6643 Current Readings, Capstone Question (Direct)	80% of students will score an A or B in ESPE 6643 Current Readings, Capstone Question	191	167	87.4%	3
SLO 5: Perceived effectiveness in the workplace based on academic program preparation.					
Measure 1 Graduate survey (Indirect)	100% of students will agree or strongly agree (4 or higher on a 5-point scale) that they were adequately prepared for workplace	109	105	97.0%	3
Measure 2 ESPE 6123 Sport Marketing, Sport administrator evaluation, marketing plan recommendations item (Indirect)	80% of students will receive a 4 or 5 in the sport administrator evaluation, marketing plan item	161	141	87.6%	3

## Program-Level Operational Effectiveness Outcomes Matrix- M.S. Sport Administration 2019-20

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>OEG 1 Expand pedagogical methods</b>			
Measure 1 Course evaluations	Average 4.25 or above on evaluations	Average 4.35	3
<b>OEG 2 Optimize program enrollment and retention of underrepresented students</b>			
Measure 1 Program enrollment rates	Increase student enrollment 3% annually	Increased 10% (from previous Fall term)	3
Measure 2 Student demographic data	Increase female student enrollment 10% annually	Increased 14% (from previous Fall term)	3
<b>OEG 3 Nurture and strengthen affiliations with local, regional, and national sport communities</b>			
Measure 1 Input from external advisor board	Obtain 3 improvement items from advisory board	Obtained 3 improvement items from advisory board	3
Measure 2 Internship overall supervisor evaluations	80% overall positive supervisor evaluations	100 % supervisor evaluations	3
<b>OEG 4 Continually enhance faculty professional growth</b>			
Measure 1 Professional service contributions (national/reg/state association, campus, community service)	5 annual service contributions	11 service contributions	3
Measure 2 Faculty development activities	Attend 1 faculty development opportunities each year	Faculty attended 4 professional development activities	3
Measure 3 Research	Participate in 1 research activity (grant app, paper submission)	Faculty participated in 3 research activities	3
<b>OEG 5 Gain employment in sport industry/graduate school admissions</b>			
Measure 1 Alumni survey	90% employment or graduate school participation	94% employed or attend graduate school	3