Student Learning Outcomes Matrix - Academic Year 2023 – 2024

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:
SLO 1. Demonstrate a proficiency in basic concepts and issues related to the following sport management content areas: media relations, financial issues, stadium and arena management, marketing and fundraising, legal issues and risk management, administration and management, sales, venue and event management, and social issues					
Post-Tests given to seniors of the SPM major	75% average score across all students	*n = 76*	15	19.7%	1. Does not meet expectation
Pre-Post tests gains between seniors and freshmen	Senior class score 20% higher than freshman class	Pre: *n* = 102 Post: *n* = 76	N/A – this measure uses a class mean	Pre-test: $\bar{x}$ = 42.7% Post-test: $\bar{x}$ = 67.2%	2. Meets expectation
Internship supervisor evaluations of job knowledge (SPM 498, question 1)	A score equal or greater than 4 out of 5	*n = 227*	207	91% $\bar{x}$ = 4.4	2. Meets expectation
Student internship exit survey (SPM 498, question 11)	A score equal or greater than 5 out of 7	*n = 66*	63	96% $\bar{x}$ = 6.18	3. Exceeds expectation
SLO 2. Apply critical thinking and problem-solving skills as they relate to issues faced by sport industry professionals.					
Critical thinking rubric used in SPM491 for group projects	A score equal to or greater than 15 out of 20 on the VALUE critical thinking rubric	*n = 8 (group)*	2	25%	1. Does not meet expectation
Internship Supervisor Evaluations of critical thinking (SPM 498, question 8)	A score equal to or greater than 4 out of 5	*n* = 227	201	88.5% $\bar{x}$ = 4.48	3. Exceeds expectations
Student internship exit surveys (SPM 498, question 2)	A score equal to or greater than 5 out of 7	*n* = 66	62	93.9% $\bar{x}$ = 6.09	3. Exceeds expectations

SLO 3. Demonstrate effective use of verbal and written communication skills					
Student internship exit surveys (SPM 498, questions 3,4,5,6)	Mean score of 5 or greater, out of 7, for each question	*n* = 66	NA – Mean scores were used	Q3: $\bar{x}$ = 6.44 Q4: $\bar{x}$ = 6.44 Q5: $\bar{x}$ = 5.91 Q6: $\bar{x}$ = 6.20	3. Exceeds expectations
Internship supervisor evaluations of communication (SPM 498, question 9)	A score equal to or greater than 4 out of 5	*n* = 227	211	93.0% $\bar{x}$ = 5.95	3. Exceeds expectations
Oral presentation scores from research project in SPM 385	A score equal to or greater than 15 out of 20 on the VALUE oral communication rubric	*n = 49*	48	98%	3. Exceeds expectations
Written assignment from written assignment in SPM 385	A score equal to or greater than 15 out of 20 on the VALUE written communication rubric	*n = 10 (group)*	8	80%	2. Meets expectation
SLO 4. Evaluate social and ethical issues relevant to the sport industry					
Ethics-focused case study issued in SPM 412	A score equal to or greater than 15 out of 20 on the VALUE written communication rubric	*n = 65*	43	66%	1. Does not meet expectations
Internship supervisor evaluations of ethical behavior (SPM 498, question 7)	A score equal to or greater than 4 out of 5	*n* = 227	223	98% $\bar{x}$ = 4.87	3. Exceeds expectations
Student internship exit surveys (SPM 498, questions 8 and 9)	A score equal to or greater than 5 out of 7	*n* = 66	Q8: 56 Q9: 62	Q8: 84.8% Q9: 94.0% Q8: $\bar{x}$ = 5.70 Q9: $\bar{x}$ = 6.47	2. Meets expectation
SLO 5. Demonstrate preparedness for a career in the sport industry.					
Internship supervisor evaluations of student professional development (SPM 498,	A mean score of 4 out of 5 for each question related to professional development	*n* = 227	N/A – Mean scores were used for benchmarking	Q2: $\bar{x}$ = 4.61 Q3: $\bar{x}$ = 4.56 Q4: $\bar{x}$ = 4.42 Q5: $\bar{x}$ = 4.59 Q6: $\bar{x}$ = 4.85 Q10: $\bar{x}$ = 4.59	3. Exceeds expectations

questions 2,3,4,5,6,10)					
Student internship exit surveys (SPM 498, questions 10 and 12)	A mean score of 5 out of 7 for both questions	*n* = 150	N/A – Mean scores used for benchmarking	Q10: $\bar{x}$ = 6.47 Q12: $\bar{x}$ = 6.41	3. Exceeds expectations

Student Learning Outcomes Matrix Narrative:

The SPM program met expectations on every indirect measure. The program Met all expectations on SLOs 3 (communication) and 5 (career preparedness). The program did Not Meet Expectations on at least one direct measure for SLOs 1 (content), 2 (critical thinking), and 4 (ethical decision making).

Previously, the SPM program worked to reimagine the core content area exam and its administration. The new exam and administration took place in the Spring of 2023. Students have not met expectations on this exam.

Based on the findings of the 2022-2023 data SPM 491: Senior Seminar added core projects focusing on the application of content areas to new contexts. These projects included an event analysis and a book review. These projects were completed before the culminating exam was given to students.

The SPM Program is undergoing reaffirmation of specialized accreditation and is currently in the self-study year. Because the program recognizes the value of strategic planning, a great deal of time has been spent imagining the future of the program and ways to assess and meet benchmarks. In order to make Student Learning Outcomes align directly with new the mission and vision of the program while making all Student Learning Outcomes more measurable, the program is overhauling all Student Learning Outcomes for the 2024-2025 academic year.

The results of the 2023-2024 findings indicate to the program that further pedagogical changes must be made in the realms of core content area application, ethical decision, and critical thinking. As the program seeks to implement the new SLOs further curriculum mapping exercises and discussions with new faculty to implement critical thinking and ethical decision making into core content areas, as well as refinement of the new projects added to SPM 491.

SLO 1: Direct measure 1 (post-test) did not meet expectation. This measure is not an embedded authentic measure of student learning. The SLO and measure are being changed to more authentically capture student learning in the future.
SLO 2: One direct measure benchmark was not met, including an authentic embedded measure. This outcome and measures are being updated in the future. Faculty will also discuss the implementation of more critical thinking work in lower level classes.
SLO 3: All measures for oral and written communication were met. This outcome is being broken into separate outcomes in the future.
SLO 4: The authentic, embedded assessment for ethical decision making was not met. This outcome is being rewritten to address it's measurability. Faculty will meet to discuss ethical decision making in other courses and how it can be addressed further throughout the curriculum.
SLO 5: All benchmarks were exceeded.

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

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
OEG 1. Develop and maintain relationships with sport business professionals			
Measure 1 – Student Projects involving co-work with sport business professionals	Ample work alongside sport business professionals	A number of courses in the program involved projects in which students worked alongside sport business professionals, especially including: SPM 298, SPM 312, and SPM 491	3
Measure 2 – Guest Speakers from professional sport organizations	Students allotted ample time to meet and hear from sport business professionals	Over 20 guest speakers throughout the 2022-2023 academic year and utilizing zoom, several Alumni Panels and other professional development activities in courses.	3
Measure 3 – Monthly Meetings	Students allotted ample time to meet and network with sport business professionals	Guest professional sports organizations came and met with students to network and potentially hire UT Sport Management students as part of the Monthly Meetings (held on zoom this year) This became incorporated into classes such as SPM 298 (Practicum) and SPM 419 (Senior Seminar)	3
OEG 2. To retain the majority of declared first year SPM majors to year two of the program			
Measure 1 – Retention rates from University of Tampa	Retain 60% of first year Sport Management students	Over 60% of Sport Management first-year students were retained	3
OEG 3 - To oversee a 80% graduation rate of declared SPM majors			
Measure 1 – Graduation rates from University of Tampa	Graduate 80% of declared SPM seniors	Over 90% of SPM seniors have graduated	3
OEG 4 – Ensure Sport Management faculty are actively involved in University affairs			

Measure 1 – Looking upon core professors in the SPM department and evaluating presence within the University outside of mandatory practices	Ample work inside of the University of Tampa that is not considered mandatory, and is outside of the Sport Management realm	Faculty is actively involved in a number of activities which are not mandated by the University of Tampa, and are outside of the Sport Management realm.	3
OEG 5. Demonstrate adequate teaching skills as they relate to student satisfaction			
Measure 1 – Student evaluation of Sport Management Courses	A score equal to or above the scores of the Sport Management program's affiliated college within the University of Tampa	Fall 2023 Sport Management average course rating = 4.25 Fall 2023 CNHS average course rating = 4.17 Spring 2024 Sport Management average course rating = TBD Spring 2024 CNHS average course rating = TBD	2
Measure 2 – Student evaluation of Sport Management Professors	A score equal to or above the scores of the Sport Management program's affiliated college within the University of Tampa	Fall 2023 Sport Management average professor rating = 4.29 Fall 2023 CNHS average professor rating = 4.28 Spring 2024 Sport Management average professor rating = TBD Spring 2024 CNHS average professor rating = TBD	2

Narrative: All OEG benchmarks were met or exceeded. As stated in the SLO Matrix, the Department of Sport Management has undergone a yearlong strategic planning initiative. In the 2024-2025 academic year the department will have new OEGs and Benchmarks aligned with the new mission and vision of the department.

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution: The University of Tampa
Program/Specialized Accreditor(s): COSMA

Institutional Accreditor: SACSCOC

Date of Next Comprehensive Program Accreditation Review: 2024

Date of Next Comprehensive Institutional Accreditation Review: 2024

URL where accreditation status is stated: https://www.ut.edu/academics/college-of-natural-and-health-sciences/sport-management-major

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: 2022-2023 # of Graduates: 90 Graduation Rate: 4.39% (90 SPM majors out of 2051 undergraduate degree conferrals at the university)
2. Average Time to Degree: 4-Year Degree: 3.8 5-year Degree n/a
3. Annual Transfer Activity (into Program): Year: Fall 2023
   # of Transfers: 25 Transfer Rate: 18.7% *(# of new SPM transfers (25) / # of new SPM students enrolled (134), 71.7% of SPM transfers graduate within 2 years*
4. Graduates Entering Graduate School: Year: 2022
   # of Graduates: 56 # Entering Graduate School: 9
5. Job Placement (if appropriate): Year: 2022
   # of Graduates: 56 # Employed: 51

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