

## Student Learning Outcomes Matrix - Academic Year 2025 – 2026

| 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: Does not meet expectation<br>Meets expectation<br>Exceeds expectation<br>Insufficient data |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>SLO 1 - Demonstrate knowledge of sound business practices and administrative procedures related to sports</b>         |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |
| <b>Measure 1</b>                                                                                                         |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |
| <b>Case Study Assignment in SPM 4306-Direct</b>                                                                          | 85% of students will achieve a score of least 9 out of 12 on rubric items Analysis and Evaluation of Issues/Problems and Recommendations on Effective Solutions/Strategies                        | 27                                | 26                                           | 96%                                                            | Exceeds expectation                                                                                            |
| <b>Measure 2</b>                                                                                                         |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |
| <b>Internship supervisor evaluations-Indirect</b>                                                                        | 85% of students will be rated by their supervisor as outstanding- 5, or more than satisfactory- 4 on Professional Performance #1, 3, 6, 10, 13                                                    | 35                                | 34                                           | 97%                                                            | Exceeds expectation                                                                                            |
| <b>SLO 2 - Apply key course learning concepts through experiential learning activities and the internship experience</b> |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |
| <b>Measure 1</b>                                                                                                         |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |
| <b>Internship e-portfolio-Direct</b>                                                                                     | 85% of students will achieve at least 16 out of 20 points on the rubric item “The Weebly page serves its purpose and shows creativity. The layout and design is attractive and well thought out”. | 35                                | 23                                           | 66%                                                            | Does not meet expectation                                                                                      |
|                                                                                                                          |                                                                                                                                                                                                   |                                   |                                              |                                                                |                                                                                                                |

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| <b>Measure 2</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                    |                                 |                                 |                                   |                                                                          |
| <b>SPM Senior exit survey- Indirect</b>                                                 | 85% of students will rate strongly (4 or 5) on SPM Senior exit survey question "On a scale from 1-5, with 5 being the highest score, how would you rate the SPM courses effectively prepared you for a career in the sport industry"                                                                                                               | 52                              | 51                              | 98%                               | Exceeds expectations                                                     |
| <b>SLO 3 Communicate effectively in written and verbal form across various mediums.</b> |                                                                                                                                                                                                                                                                                                                                                    |                                 |                                 |                                   |                                                                          |
| <b>Measure 1</b>                                                                        |                                                                                                                                                                                                                                                                                                                                                    |                                 |                                 |                                   |                                                                          |
| <b>Internship E-portfolio presentation and Sport Facility Design Project-Direct</b>     | 85% of students will achieve a score of 80% or better on the Sport Facility Design Major Paper; and at least 8 out of 10 points on rubric item "Speaker uses precise pronunciation; word choices are meaningful; vocabulary reflects competence with the topic; pauses are used appropriately in place of filler words" on internship presentation | Presentation-37<br><br>Paper-29 | Presentation-34<br><br>Paper-19 | Presentation-92%<br><br>Paper-66% | Presentation-Exceeds Expectation<br><br>Paper- Does not meet expectation |
| <b>Measure 2 Internship supervisor evaluations- Indirect</b>                            | 85% of students will be rated by their supervisor as outstanding- 5, or more than satisfactory- 4 on Professional Performance # 7, 9                                                                                                                                                                                                               | 35                              | 35                              | 100%                              | Exceeds expectation                                                      |
| <b>SLO 4 Develop and apply critical thinking skills and problem solving techniques</b>  |                                                                                                                                                                                                                                                                                                                                                    |                                 |                                 |                                   |                                                                          |
| <b>Measure 1 AI Debate Assignment in SPM 2303 Issues &amp; Ethics in Sport -Direct</b>  | 85% of students will achieve at least a score of 4 out of 6 on the rubric criteria Critical Evaluation of AI, Ethical Reasoning & Analysis, and                                                                                                                                                                                                    | 35                              | 22                              | 63%                               | Does not meet expectation                                                |

|                                                                                                                                      |                                                                                                                                                                                                             |    |    |      |                           |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|------|---------------------------|
|                                                                                                                                      | Counterargument & Problem Solving.                                                                                                                                                                          |    |    |      |                           |
| <b>Measure 2<br/>Internship<br/>supervisor<br/>evaluations-<br/>Indirect</b>                                                         | 85% of all students' supervisors will rate them outstanding- 5, or more than satisfactory- 4 on Professional Performance# 6, 14 & Professional Attitude #2, 3                                               | 35 | 35 | 100% | Exceeds expectation       |
| <b>SLO 5 Demonstrate the use of technology in applications such as presentations.</b>                                                |                                                                                                                                                                                                             |    |    |      |                           |
| <b>Measure 1<br/>SPM 3312 Sport<br/>Communication-<br/>Use Adobe<br/>Express for<br/>Athlete<br/>Infographic<br/>Project- Direct</b> | 85% of students will receive a 25/30 (or 80%) on rubric item "Adobe Express and/or Photoshop Audio/Visual used effectively.                                                                                 | 25 | 17 | 68%  | Does not meet expectation |
| <b>Measure 2<br/>SPM Senior exit<br/>surveys-<br/>Indirect</b>                                                                       | 85% of all graduating seniors will strongly (4 or 5) rate the statement #12, "The SPM program provided opportunities to learn about and apply technologies that I am likely to encounter as a professional" | 52 | 46 | 88%  | Meets expectation         |
|                                                                                                                                      |                                                                                                                                                                                                             |    |    |      |                           |

Notes: 1) You may have more or fewer SLOs than shown above. 2) You may measure an SLO only once, but only with a direct measure. Measuring an SLO more than once is a better practice. 3) If you use a cycle different from measuring all SLOs once a year, include ALL SLOs in your OAP and indicate when the most recent data was collected. 4) Replicate the matrix for any degree program with different SLOs or different measurement tools at all degree levels and identify accordingly.

### **Student Learning Outcomes Matrix Narrative:**

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures across ALL student learning outcomes (not for each SLO). **All SLOs must be measured at least once by a direct measure.** Some measurement tools will be used to measure more than one student learning outcome. 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 this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

### **Student Learning Outcomes Matrix Narrative (Academic Year 2025–2026)**

The Sport Management Program assessment plan for the 2025–2026 academic year included both direct and indirect measures across all five Student Learning Outcomes (SLOs). Each SLO was assessed with at least one direct measure, while internship supervisor evaluations and the Sport Management Senior Exit Survey served as indirect measures. Overall, the indirect measures continued to meet or exceed expectations, demonstrating that students are well prepared for careers in the sport industry and are performing at a high level during their internship experiences.

#### **SLOs Meeting or Exceeding Expectations**

SLO 1 exceeded expectations on both measures. Ninety-six percent of students met the benchmark on the SPM 4306 Case Study Assignment, demonstrating strong knowledge of sport business practices and the ability to analyze and solve sport management issues. Internship supervisors also rated 97% of students as outstanding or more than satisfactory in the areas measured, reinforcing that students are successfully applying what they have learned in professional settings.

The indirect measures for SLOs 2, 3, 4, and 5 also met or exceeded expectations. Ninety-eight percent of graduating seniors reported that the Sport Management curriculum effectively prepared them for a career in the sport industry (SLO 2). Internship supervisors rated 100% of interns as meeting or exceeding expectations in communication (SLO 3) and critical thinking and problem solving (SLO 4). In addition, 88% of graduating seniors agreed that the program provided opportunities to learn and apply technologies they are likely to use professionally (SLO 5). These results continue to demonstrate that students are developing the professional skills, communication abilities, and technological competencies expected by employers.

#### **SLOs Not Meeting Expectations**

Three direct measures did not meet the program benchmark and will continue to be areas of focus.

For SLO 2, only 66% of students met the benchmark on the Internship E-Portfolio. While students generally reflected well on their internship experiences, many portfolios lacked creativity, organization, and professional design. To improve this outcome, additional class time will be dedicated to portfolio development, faculty will provide examples of strong portfolios, and students will complete checkpoints throughout the semester to receive formative feedback before the final submission.

For SLO 3, 92% of students met the benchmark on the Internship E-Portfolio Presentation, but only 66% met expectations on the Sport Facility Design Project. Although this remains below the benchmark, it represents improvement over previous years. Many students did not conduct sufficient research or fully address all required components of the facility design project. Going forward, more class time will be devoted to the project, along with additional guidance, progress checks, and opportunities for feedback before submission.

For SLO 4, the new AI Debate Assignment in SPM 2303 resulted in 63% of students meeting the benchmark. While students demonstrated engagement with the assignment, many struggled to critically evaluate AI-generated content, develop well-supported ethical arguments, and effectively address counterarguments. In addition, the assignment took place over multiple class periods, and several students had unexcused absences that prevented them from completing all required components of the assignment. Students were required to complete the work during class to ensure they relied on their own critical thinking skills rather than seeking AI-generated responses outside of the assignment guidelines. Going forward, faculty will continue refining the assignment by providing additional examples, modeling stronger ethical analysis, incorporating practice activities before the graded debate, and emphasizing the importance of attendance for successful completion of this multi-day assignment.

For SLO 5, 68% of students met the benchmark on the Adobe Express Athlete Infographic Project. This is an improvement from the previous assessment cycle but still falls below the program goal. Most point deductions occurred in the data visualization portion of the assignment, where students often created visually appealing graphics but did not effectively communicate the supporting data. The instructor will continue emphasizing data visualization skills, provide additional examples, and reinforce rubric expectations throughout the project.

There were no measures with insufficient data during the 2025–2026 assessment cycle. All planned direct and indirect assessment measures were collected and analyzed.

Assessment results continue to drive program improvements. Strong internship supervisor evaluations and senior exit survey results confirm that the curriculum is preparing students for professional success. At the same time, the direct assessment data identified opportunities to strengthen written communication, critical thinking, portfolio development, and technology applications. In response, faculty will continue using scaffolded assignments, additional in-class work time, project checkpoints, and formative feedback to improve student performance. These assessment results are used each year to make meaningful improvements to courses, assignments, and instructional strategies while supporting the program's commitment to continuous improvement.

## Program-Level Operational Effectiveness Goals Matrix

### Academic Year 2025-26

| 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:<br>Does not meet expectation<br>Meets expectation<br>Exceeds expectation<br>Insufficient data |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>OEG 1- Maintain meaningful professional development for Sport Management full-time faculty</b>                                                                    |                                                                                                                                                                                                                                                                                                                                      |                                                                                              |                                                                                                                   |
| <b>Measure 1</b><br>Professional development activities including faculty research, publications, presentations, and attendance at professional conferences (Direct) | Goal is a minimum of three professional development activities per academic year                                                                                                                                                                                                                                                     | 2 of 3 full-time SPM faculty met or exceeded this goal                                       | Meets expectation                                                                                                 |
| <b>Measure 2</b><br>Faculty Reviews (Indirect)                                                                                                                       | Goal is a score of 3.5 or better on the SPM faculty annual evaluations.                                                                                                                                                                                                                                                              | All SPM faculty received 3.5 or better on faculty annual evaluations (Data from previous AY) | Exceeds expectation                                                                                               |
|                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                      |                                                                                              |                                                                                                                   |
| <b>OEG 2- Provide students with quality professional development opportunities</b>                                                                                   |                                                                                                                                                                                                                                                                                                                                      |                                                                                              |                                                                                                                   |
| <b>Measure 1</b><br>Department senior exit survey                                                                                                                    | Goal is 80% of graduating seniors will report 4 or higher on Senior Exit Survey question "On a scale from 1 to 5 with 5 being the highest score, how would you rate your professional preparation including areas such as resume writing, professional communication, professional dress, ethical standards of your profession, etc. | 32 of 32 students reported 4 or 5 on the survey                                              | Exceeds expectation                                                                                               |
| <b>Measure 2</b>                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                      |                                                                                              |                                                                                                                   |
| <b>OEG 3- Provide quality learning experiences and opportunities through an excellent sport management academic program</b>                                          |                                                                                                                                                                                                                                                                                                                                      |                                                                                              |                                                                                                                   |
| <b>Measure 1</b><br>Student ratings of course evaluation scores (Direct)                                                                                             | Goal is average of 3.0 or above on all                                                                                                                                                                                                                                                                                               | 2 of 3 full-time SPM faculty received above                                                  | Did not meet expectation                                                                                          |

|                                                                                                                                            |                                                                                                                                                             |                                                                                                                    |                      |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------|
|                                                                                                                                            | SPM course evaluations.                                                                                                                                     | 3.0 average. 1 faculty received lower than 3.0 in one class.                                                       |                      |
| <b>Measure 2</b><br>Department Senior exit surveys (Indirect)                                                                              | Goal is 80% of students report strong results (4 or 5) on “How would you rate your academic program preparation on a scale of 1 to 5, 5 being the highest?” | 31 of 32 students rated 4 or 5                                                                                     | Exceeds expectation  |
| <b>OEG 4- Create and actively maintain partnerships with sport organizations in the local and greater Winston-Salem area</b>               |                                                                                                                                                             |                                                                                                                    |                      |
| <b>Measure 1</b><br>Number of field experience and internship placement sites (Direct).                                                    | Goal is to maintain at least 15 quality internship placement sites. At least 1 of the total internship sites should be new each academic year.              | There are currently more than 20 internship placement sites on and off campus. At least one was new each semester. | Exceeds expectations |
| <b>Measure 2</b>                                                                                                                           |                                                                                                                                                             |                                                                                                                    |                      |
| <b>Note:</b> You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure. |                                                                                                                                                             |                                                                                                                    |                      |

**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.

### **Operational Effectiveness Goals Narrative (Academic Year 2025–2026)**

Overall, the Sport Management Program met or exceeded expectations on nearly all Operational Effectiveness Goals (OEGs). The results indicate that the program continues to provide quality academic experiences, meaningful professional development opportunities for students and faculty, and strong partnerships with sport organizations that support experiential learning.

OEG 1 – Maintain meaningful professional development for Sport Management full-time faculty

This goal met expectations. Two of the three full-time Sport Management faculty met or exceeded the goal of participating in at least three professional development activities during the academic year. The third faculty member served as Department Chair and did not meet the benchmark due to the significant administrative responsibilities associated with that role.

Department Chairs are evaluated differently than faculty with respect to scholarly productivity because of the time demands required to manage departmental operations. Faculty will continue to pursue professional development opportunities that support teaching, scholarship, and service.

#### OEG 2 – Provide students with quality professional development opportunities

This goal exceeded expectations. All graduating seniors (32 of 32) rated their professional preparation as a 4 or 5 on the departmental Senior Exit Survey. These results indicate that students feel well prepared in areas such as professional communication, resume development, ethical standards, and career readiness. The program will continue providing professional development opportunities through internships, guest speakers, networking events, career preparation activities, and experiential learning.

#### OEG 3 – Provide quality learning experiences through an excellent Sport Management academic program

This goal produced mixed results. The departmental Senior Exit Survey exceeded expectations, with 31 of 32 students rating their academic preparation as a 4 or 5. However, the direct measure did not meet expectations because one faculty member received an average course evaluation below the benchmark of 3.0 in one course. Although two of the three full-time faculty exceeded the benchmark, faculty will continue reviewing course evaluation feedback to identify areas for improvement. Changes may include revising course organization, increasing student engagement, improving communication of expectations, and making adjustments based on student feedback where appropriate.

#### OEG 4 – Create and actively maintain partnerships with sport organizations

This goal exceeded expectations. The program continues to maintain more than 20 quality internship sites, with at least one new internship site added each semester. Faculty remain committed to developing relationships with local and regional sport organizations to expand internship, volunteer, and employment opportunities for students. These partnerships continue to strengthen the program's experiential learning opportunities and support student career development.

There were no measures with insufficient data during the 2025–2026 assessment cycle. All planned assessment measures were successfully collected and analyzed.

Overall, these results demonstrate the program's continued commitment to continuous improvement. Assessment data are used to guide decisions related to faculty development, student support, curriculum enhancement, and community partnerships. Moving forward, the program will continue expanding internship opportunities, supporting faculty scholarship and professional development, reviewing student feedback from course evaluations, and providing high-quality professional experiences that prepare students for successful careers in the sport industry.