

## Student Learning Outcomes Matrix - Academic Year 2020 – 2021

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 Meets expectation Exceeds expectation Insufficient data
<b>Undergraduate/Residential:</b> The student will evaluate processes and policies for achieving the desired outcomes of sport organizations.					
SMGT 310 Organizational Crisis Response Analysis (residential)	Direct: 70% of students will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric	44 students observed	SC 1: 44	SC 1: 100%	Partially met
			SC 2: 40	SC 2: 91%	
			SC 3: 36	SC 3: 82%	
			SC 4:24	SC 4: 55%	
<b>Suggested Action Plan:</b> The assignment instructions will be modified to clarify assignment expectations. The rubric for the assessment was also revised to provide more clear language.					
<b>Sub-Category (SC) Titles:</b>  SC 1: Identify key public relations elements SC 2: Describe response postures SC 3: Evaluate responses – including postures, tactics, and outcomes SC 4: Propose public relations strategies to effectively manage the crisis situation					

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<b>Graduate/Residential &amp; Online:</b> The student will develop appropriate strategies, policies, and solutions that address the desired outcomes of sport organizations.					
SMGT 505 Legal Issues Research Paper (residential)	Direct: 80% of students will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric	7 students observed	SC 1: 7	SC 1: 100%	Exceeds expectation
			SC 2: 7	SC 2: 100%	
			SC 3: 6	SC 3: 85.71%	
			SC 4: 7	SC 4: 100%	
SMGT 505 Legal Issues Research	Direct: 80% of students	64 (128 enrolled in	SC 1: 46	SC 1: 72%	Does not meet

Paper (online)	will be able to achieve 3 out of 4 for each sub-category (SC) of the rubric	the course in 20-21AY)	SC 2: 49	SC 2: 77%	expectation
			SC 3: 37	SC 3: 58%	
			SC 4: 36	SC 4: 56%	
<b>Suggested Action Plan:</b> The online SME and the residential lead instructor will collaborate to revise the instructions for the Legal Issues Paper to include more detailed instructions on the requirements.					
<b>Sub-Category (SC) Titles:</b>					
SC 1: Identify a current and relevant legal issue in the sport context.					
SC 2: Address the legal context surrounding the issue.					
SC 3: Probative value of cited authorities					
SC 4: Present appropriate legal strategies mitigate organizational risk and liability.					
Analysis of any differences or similarities between the residential and online students: Given the differences in achievement between residential and online students, it makes sense that there could be a difference in the information provided to residential students and online students.					
There were 128 students enrolled in online sections of SMGT 505 during 2020-2021. For this COSMA assessment cycle, residential faculty completed all of the assessment and reported approximately 22-24 hours of time spent on this assessment alone. A request has been made to include online adjuncts in the assessment process moving forward.					

Indirect Assessments					
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 Meets expectation Exceeds expectation Insufficient data
<p><b>Undergraduate/Residential:</b> The student will evaluate processes and policies for achieving the desired outcomes of sport organizations.</p> <p><b>Graduate/Residential &amp; Online:</b> The student will develop appropriate strategies, policies, and solutions that address the desired outcomes of sport organizations.</p>					
SETM 499 (residential)  Internship Evaluation rubric (indirect)	Indirect: 70% of students will score at least 3.75 out of 5 on each subcategory of	30 students observed	SC 1: 28	SC 1: 93%	Exceeds expectation
			SC 2: 28	SC 2: 93%	
			SC 3: 30	SC 3: 100%	

	the Likert scale		SC 4: 30	SC 4: 100%	
SMGT 699 (residential)	Indirect: 80% of students will score at least 3.75 out of 5 on each subcategory of the Likert scale	11 students observed	SC 1: 11	SC 1: 100%	Exceeds expectation
Internship Evaluation rubric (indirect)			SC 2: 11	SC 2: 100%	
			SC 3: 11	SC 3: 100%	
			SC 4: 11	SC 4: 100%	
SMGT 699 (online)	Indirect: 80% of students will score at least 3.75 out of 5 on each subcategory of the Likert scale	61 students observed	SC 1: 61	SC 1: 100%	Exceeds expectation
Internship Evaluation rubric (online)			SC 2: 60	SC 2: 98%	
			SC 3: 61	SC 3: 100%	
			SC 4: 61	SC 4: 100%	
<b>Suggested Action Plan:</b> No suggested changes at this time					
<b>Sub-Category (SC) Titles:</b> <ul style="list-style-type: none"><li>• SC 1: Produces adequate quality of work on assigned projects</li><li>• SC 2: Demonstrates good judgment on work related decisions</li><li>• SC 3: Demonstrates skills specific to internship</li><li>• SC 4: Performs quality work</li></ul>					
<b>Note:</b> Sport management students continue to perform well in their internships. This is especially rewarding given the challenges faced by the sport industry during the 2020-2021 academic year. process moving forward.					