

Program-Level Student Learning Outcomes Matrix –
Academic Year 2019 – 2020

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
SLO 1 – Content Knowledge. Students will be able to demonstrate an understanding of theoretical foundations and their practical applications.					
Measure 1: SPB 330 Sponsorship Proposal (direct)	80% will receive 80% or higher	28	15	92.7%	2
Measure 2: SPB 410 Intercollegiate Budget (direct)	80% will receive 80% or higher	22	17	77.3%	1
Measure 3: Senior Exit Interview (indirect)	80% will receive 80% or higher	9	8	88.9%	2
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% will receive 80% or higher	29	28	96.4%	2
SLO 2 Written/Oral Communications	Students will be able to articulate, written and orally, knowledge of the business of the sport industry.				
Measure 1: SPB 410 Intercollegiate Budget (direct)	80% will receive 80% or higher	22	16	72.3%	1
Measure 2: SPB 410 Ethics Case Study (direct)	80% will receive 80% or higher	23	18	79%	1
Measure 3: Senior Exit Interview (indirect)	80% will receive 80% or higher	9	9	100%	2
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% will receive 80% or higher	29	28	96.6%	
SLO 3 Technology	Students will demonstrate the ability to use				

	technology to assist in projects as well as in the work setting.				
Measure 1: SPB 410 Intercollegiate Budget (direct)	80% will receive 80% or higher	22	19	86.4%	2
Measure 2: SPB 330 Sponsorship Proposal (direct)	80% will receive 80% or higher	41	41	100%	2
Measure 3: Senior Exit Interview (indirect)	80% will receive 80% or higher	9	9	100%	2
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% will receive 80% or higher	28	28	100%	2
SLO 4 Work Independently and Collaboratively	Students will be able to critically reflect and demonstrate the ability to work independently as well as collectively in teams.				
Measure 1: SPB 330 Sponsorship Proposal (direct)	80% will receive 80% or higher	41	29	70.0%	1
Measure 2: SPB 450 International Bid Project (direct)	80% will receive 80% or higher	30	20	66.7%	1
Measure 3: Senior Exit Interview (indirect)	80% will receive 80% or higher	9	9	100%	2
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% will receive 80% or higher	29	28	96.6%	2
SLO 5: Ethical Behavior	Students will be able to demonstrate an understanding for the ethical behavior in sport environments.				
Measure 1: SPB 450 Ethical Issue Report (direct)	80% will receive 80% or higher	31	28	90.3%	2

Measure 2: SPB 410 Ethics Case Study (direct)	80% will receive 80% or higher	17	17	100%	2
Measure 3: Senior Exit Interview (indirect)	80% will receive 80% or higher	9	9	100%	2
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% will receive 80% or higher	29	29	100%	2

Required Narrative: Address ALL SLO data – both ones that met/exceeded expectations and those that did not. How has this outcomes assessment data driven curricular and other decisions? How have you improved/changed this year based on this data (closed the loop)?

SLO 1: CONTENT KNOWLEDGE

Measure 1 - For the previous assessment period, results did not meet expectations and corrective action was taken. For the current assessment period, outcomes significantly exceed expectations, indicating that the intervention was successful. SPB 330 will continue all of the following: use Ron Seaver’s book “Getting Yourself Sponsored”, conduct a needs analysis with the respective sport organizations, and do in-class “dress rehearsal” to get critical feedback prior to the final draft.

Measure 2 - For the previous assessment period, outcomes met expectations and no corrective action was taken. For the current evaluation period, scores fell slightly below the expected level. It should be noted that during this academic year, SPB 410 was only taught in spring 2020 due to a faculty member being on sabbatical in the fall. The challenge of COVID and only being in class face to face for 8-weeks and remote during the last 8 weeks, may have affected outcomes. The content and evaluations for this course will be reviewed to identify areas for improvement. A potential intervention may be to invite the University’s Athletic Director to visit the class and offer context relating to the University’s athletics budgeting process.

Measure 3 - For the previous assessment period, assessment results met expectations and no corrective action was taken. Nevertheless, assessment results indicated improvement in outcome. In pursuit of continuous improvement, we will continue to monitor results and identify areas for further improvement.

Measure 4 - For the previous assessment period, outcomes met expectations and no corrective action was taken as assessment results indicated that performance significantly exceeded expectations. In pursuit of continuous improvement, we will continue to monitor results and identify areas for further improvement.

SLO 2: WRITTEN/ORAL COMMUNICATION

Measure 1 - For the previous assessment period, assessment results did not meet expectations and corrective action was taken. Despite the intervention, student performance on the SLO decreased. SPB 410 This class was only taught during spring 2020 of this academic year due to a faculty member being on sabbatical in the fall. The challenge of COVID and only being in class face to face for 8-weeks and remote the last 8 weeks, the oral section of this was lower than usual. Students need more time to prepare for presentation of their changes to budget and usually get more class time to interact with professor to ask questions.

Measure 2 - For the previous assessment period, outcomes exceeded expectations and no corrective action was taken. For the current evaluation period, outcomes fell slightly below the expected level. SPB 410 Continue to examine the historical ethical issues surrounding financial/economical aspects of Sport Business. This is done through exploration and discussion. Students will do a short mock debate, so they understand the difference between opinion/facts. They also submit 2 written scholarly articles on their topic prior to debate. The content and evaluations for this course will be reviewed to identify areas for improvement.

Measure 3 -

For the previous assessment period, outcomes met expectations and no corrective action was taken. Results for the current assessment period indicate an improvement in outcomes, with performance significantly exceeding expectations. In pursuit of continuous improvement, we will continue to monitor results and identify areas for improvement.

Measure 4 -

For the previous assessment period, outcomes met expectations and no corrective action was taken. Results for the current assessment period indicate an improvement in outcomes, with performance significantly exceeding expectations. In pursuit of continuous improvement, we will continue to monitor results and identify areas for improvement.

SLO 3: TECHNOLOGY

Measure 1 – For the previous assessment period, outcomes did not meet expectations and corrective action was taken. For the current assessment period, outcomes met expectations, indicating that the intervention was successful. We will continue with the practice, and in the pursuit of continuous improvement, will continue to monitor results and identify areas for further interventions. SPB 410 continues to use the excel document for changing the budget document and explaining how and why it's useful when dealing with budget models.

Measure 2 - For the previous assessment period, outcomes did not meet expectations and corrective action was taken. For the current assessment period, outcomes significantly exceed expectations, indicating that the intervention was successful. We will continue with this practice and in the pursuit of continuous improvement, will continue to monitor results and identify areas for further improvement. SPB 330 continues to utilize Prezi and Photoshop in a beginning of semester project for students to become acclimated with the technologies that will be used in the sponsorship proposal.

Measure 3 -

For the previous assessment period, outcomes met expectations. Consequently, no corrective action was taken. For the current assessment period, the outcome significantly exceeded expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

Measure 4 -

For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcome significantly exceeded expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

SLO 4: WORK INDEPENDENTLY/COLLABORATIVELY**Measure 1 -**

For the previous assessment period, results did not meet expectations and corrective action was taken. For the current assessment period, there was marginal improvement in outcomes, though still falling below expectations. We will continue with this practice and will continue to monitor results. Additionally, areas for further interventions will be identified through review of the content and evaluations for this course. It should be noted that during the last semester, all work was moved to remote and distanced delivery, which may have affected group interactions and outcomes. In SPB 330, working independently and collaboratively, was challenged by COVID-19. Fall semester exceeded the 80% mark but during Spring semester, several students really struggled with collaborating virtually with a partner on the project. If everything will be virtual this Fall, at the beginning of the project, set a schedule with each group to meet with the instructor virtually on a regular basis, which should help facilitate the independent and collaborative work.

Measure 2 – One of the three groups for the Olympic bid project did not work well together as a team. Their work did not meet minimum course expectations. During the 2020-21 academic year, the groups will be monitored more closely to ensure increased cooperation early on and throughout completion of the project. For the previous assessment period, assessment results did not meet expectations and corrective action was taken. For the current assessment period, there was marginal improvement in outcomes, though still falling below expectations. We will continue with this practice and will continue to monitor results. Additionally, areas for further interventions will be identified through review of the content and evaluations for this course. It should be noted that during the last semester, all work was moved to remote and distanced delivery, which may have affected group interactions and outcomes.

Measure 3 - For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcomes improved and continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

Measure 4 - For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcomes improved and continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

SLO 5: ETHICAL BEHAVIOR

Measure 1 - For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, despite a slight percentage decrease, the outcome continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained. SPB 450 will continue with the Students' research on opinions and justification of an ethical issue with respect to international sport.

Measure 2 - For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcome continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

SPB 410 Continue to examine the historical ethical issues surrounding financial/economical aspects of sport. This is done through the exploration and discussion of case studies including logical thinking and developing one's analytical abilities.

Measure 3 - For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcome continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

Measure 4-

For the previous assessment period, outcomes significantly exceeded expectations. Consequently, no corrective action was taken. For the current assessment period, the outcome continued to significantly exceed expectations. We will continue to monitor outcomes to ensure that the current standard of excellence is maintained.

Notes: 1) If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed. 2) At a minimum, you are required to use two direct and two indirect measures to assess all of your student learning outcomes. You are not required to measure each student learning outcome with more than one measure, though it is encouraged. This matrix offers space to show that you have more than one measure for each SLO, but it is not required.

Program-Level Operational Effectiveness Goals Matrix

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 – Effective Teaching and Instruction			
Measure 1 Student learning perception	80% of respondents indicate favorable	---- of students reporting at least agree on direct measures of program intended outcome matrix	4
Measure 2 Faculty engagement	100% of program faculty	Degree of faculty engagement in discipline, conference attendance, community relationships	4
OEG 2 Experiential learning and multiple learning methods			
Measure 1 All faculty provide a variety of experiential learning activities	100% of all Sport Business Courses	Faculty provide a variety of learning methods including: <ol style="list-style-type: none"> 1. Small group discussion 2. Lecture 3. Group projects 4. Active learning 5. Field trips 6. Applied professional presentations 	2
Measure 2 Sport Business senior survey	80% of respondents indicate favorable	From learning methods, the students feel prepared upon graduation.	4
OEG 3 Engage the greater community			
Measure 1 Students will do practicums/internships at Mount Union and at least 5 other sites	100% of program completers	University of Mount Union sports information, athletic teams, recreation department and campus radio; Pro Football Hall of Fame; National Sports Forum; Sports Marketing Association; University of Mount Union Sports Sales Workshop and Career Fair; Mahoning Valley Scrappers; Canton Charge; ATP Elite Track Club; City of Wooster (Ohio) Recreation Department; Taylor Strategy Partners; 76ers Camps; University of Pittsburgh Sports Media Relations; Western & Southern Ohio Open Tennis Center; Experimental Inc.;	4

		Massillon (Ohio) Washington High School;	
Measure 2 Faculty will provide on campus professionals as guest speakers	80%-100% of all Sport Business Courses	All faculty use multiple guest speakers from the Pro Football Hall of Fame and Hall of Fame Village, Cleveland (Indians, Cavaliers, Browns, Monsters); Greater Cleveland Sports Commission; Mahoning Valley Scrappers; Greater Cleveland Sports Commission; University of Mount Union (multiple departments); USA Olympic T&F coach; Pittsburgh Pirates; Alliance Sports Marketing; Miami Dolphins; Columbus Blue Jackets; Detroit Lions; The Ohio State University; Arizona Diamondbacks; San Jose Sharks; Alliance Parks & Recreation Department; Alliance Family YMCA.	4

Required Narrative: Explain any course action for intended outcomes realized AND not realized.
Provide all explanations of the data included in this table. What is meeting or exceeding expectations and why? What is not meeting expectations and why? Explain why you might have “insufficient data” and how you plan to correct this.

Effective Teaching and Instruction Measure 1

Graduating seniors are asked to complete an exit survey. Components of the instrument ask program completers to rate various aspects of their UMU Sport Business experience including the following: content knowledge, communication, ethics, technology integration and collaborative and independent work opportunities. Overall, responses to most items were rated favorably (mostly 4’s or 5’s) on a 5-point scale with a 5 indicating strong agreement to the program components noted above. Unfortunately, there is an extreme lack of data given the very low response rate for this year’s exit survey. This could be largely due in part to the rapid pivot to remote teaching. The program will work to digitize the survey, and embed completion of it, within the context of the course with the goal of significantly increasing response rates for the future.

Effective Teaching and Instruction Measure 2

Our faculty exhibited a high degree of engagement with the academic and professional communities. These engagements included the following; Facilitation of the Sports Sales Workshop, serving as professional journal and editorial reviewers, active involvement in the Sport Marketing Association, hosting international students and their families through the academic year, involvement in various campus wide and community based events, spending time in sabbatical to review and analyze UMU’s Jumpstart Summer Bridge program and participating in the Accreditation Council of Business School Programs - ACBSP virtual conference. This measure has been identified as having insufficient data due to the fact that we need to develop a systemized approach for collecting faculty data relating to accomplishments in teaching, scholarship and service so that we are better able to articulate and quantify levels of engagement.

Experimental Learning and Multiple Learning Methods Measure 1

All students in the program are required to complete a practicum as a requirement for graduation. Due to the program's reputation and strong connection to the professional sports community, our students were accepted for internships at a larger number of sites than was projected. Even though there is evidence in course syllabi, this measure has been identified as having insufficient data due to the fact that we need to develop a systemized approach for collecting experiential learning data, of which our students engage, so that we are better able to articulate and quantify levels of engagement.

Experimental Learning and Multiple Learning Methods Measure 2

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Engage the Greater Community Measure 1

There is a wealth of anecdotal records illustrating that significant activity has been occurring with students in terms of their internships and practicum. However, we recognize the need to develop a mechanism to systematically collect this data so that it can be tracked and analyzed for trends and additional variables.

Engage the Greater Community Measure 2

There is a wealth of anecdotal records that illustrating that significant activity has been occurring with students in terms of their interaction and engagement with professionals in the field as guest speakers. However, we recognize the need to develop a mechanism to systematically collect this data so that it can be tracked and analyzed for trends and additional variables.