

Program Level -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: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1 – Content Knowledge. Students will apply course concepts to simulated applications.					
Measure 1: SPB 330 Sponsorship Proposal (direct)	80% of students will earn a score of 80% or higher	37	34	92%	3
Measure 2: SPB 410 Intercollegiate Budget (direct)	80% of students will earn a score of 80% or higher	37	31	84%	2
Measure 3: Senior Exit Interview (indirect)	80% of responses reflect agreement that course content is mastered	6	6	100%	3
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% of students will earn a score of 80% or higher	74	60	90%	3
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% of students will earn a score of 80% or higher	19	14	74%	1
Measure 2: SPB 410 Ethics Case Study (direct)	80% of students will earn a score of 80% or higher	37	37	100%	3
Measure 3: Senior Exit Interview (indirect)	80% of responses reflect agreement that candidates felt confident in their oral and written communications skills	6	6	100%	3
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% of students will earn a score of 80% or higher	71	64	90%	3
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% of students will earn a score of 80% or higher	37	31	84%	2
Measure 2: SPB 330 Sponsorship Proposal (direct)	80% of students will earn a score of 80% or higher	37	34	92%	3
Measure 3: Senior Exit Interview (indirect)	80% of students will receive a score of 80% or higher	6	6	100%	3
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% of students will earn a score of 80% or higher	71	64	90%	3
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% of students will earn a score of 80% or higher	37	34	92%	3
Measure 2: SPB 450 International Bid Project (direct)	80% of students will earn a score of 80% or higher	19	14	74%	1
Measure 3: Senior Exit Interview (indirect)	80% of responses reflect agreement that candidates felt confident in their ability to work independently and collaboratively	6	6	100%	3
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% of students will earn a score of 80% or higher	71	64	90%	3
SLO 5: Ethical Behavior					
Students will demonstrate an understanding for the ethical behavior in work environments					
Measure 1: SPB 450 Ethical Issue Report (direct)	80% will earn a score of 80% or higher	19	17	74%	1
Measure 2: SPB 410 Ethics Case Study (direct)	80% will earn a score of 80% or higher	37	31	84%	3
Measure 3: Senior Exit Interview (indirect- self- assessment)	80% of respondents indicate confidence in their ability to act ethically in work environments	6	6	100%	3
Measure 4: Practicum/Internship Site Evaluation Report (indirect)	80% of students will earn a score of 80% or higher	71	64	90%	3

**Program-Level Operational Effectiveness Goals Matrix
Academic Year 2020-21**

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 (indirect)	80% of respondents indicate a favorable response (at least a score of 3 on a 4-point scale)	100% of respondents rated their learning as a 3 or above	3
Measure 2 Faculty engagement	100% of program faculty will participate in professional development and community engagement	100% of faculty engaged in discipline, conference attendance, community relationships	2
OEG 2 Experimental learning and multiple learning methods			
Measure 1 Faculty provide a variety of experiential learning activities in their courses	100% of faculty provide a variety of experiential learning methods	All faculty provided a variety of learning methods including: 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 feel prepared to apply learning to their jobs upon graduation (at least a score of 3 on a 4-point scale)	100% of survey respondents indicated that they feel prepared upon graduation	3
OEG 3 Engage the greater community			
Measure 1 Students will do practicums/internships at Mount Union and at least 5 other sites	Practicums/internships were completed at least six sites	Practicums/internships were completed at 11 Sites: University of Mount Union sports information, athletic	3

		teams, recreation department and campus radio; Pro Football Hall of Fame; National Sports Forum; Sports Marketing Association; Mahoning Valley Scrappers; Canton Charge; ATP Elite Track Club; 76ers Camps; University of Pittsburgh Sports Media Relations; YMCA of Alliance and Alliance Parks and Recreation.	
Measure 2 Faculty will provide on campus professionals as guest speakers	Faculty will provide on campus professionals as guest speakers in 80% of courses	All faculty used multiple guest speakers in their classes	4