

## Student Learning Outcomes Matrix - Academic Year 2023-24

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>PSLO 1</b>					
Professional Competencies					
<b>Measure 1</b> <b>Direct: SPMT 421 Internship Supervisor Evaluation Form</b>	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on <b>Part 4: Professional or Career Skills Competencies and Part 5 (section 2):</b>	6	6	100%	MET
	<b>Overall Performance on supervisor eval. Form.</b> All students will receive a letter grade of <b>A, A-, B+, B, B-</b> from intern supervisor.	6	6	100%	MET
<b>Measure 2</b> <b>Direct: SPMT 432 Applied Sports Event Mgmt. Individual Draft Submissions</b>	100% of students will earn a 2.5 or higher for all individual operational draft submissions	7	5	71%	NOT MET
<b>Measure 3</b> <b>Direct: SPMT 432 Applied Sports Event Mgmt. Final Event Grade (Day of Event) Rubric</b>	Students will appropriately and effectively apply skills & knowledge of event management and conduct a	7	7	100%	MET

	successful event. As a group, students will earn a 3.0 or higher combined score on Day of Event Rubric				
<b>Measure 4 Direct: SPMT 306, Operations and Facility Mgmt. Case Studies</b>	85% of students will score a 2.5 out of 4 on the for Written and Oral Communication, Critical Thinking, on the final case study, "Helping the North Country"	16	16	100%	MET
<b>Measure 5 Indirect: SPMT 432 Applied Sports Event Mgmt. Event Participation Survey</b>	Students in SPMT 432 will conduct a successful event measured by the evaluation of participants. 80% of participants will indicate a positive experience or positive assessment of event components on each of the survey questions after the event.	18 responses received	18	100%	MET
<b>Measure 6 Indirect: Graduate Exit Survey</b>	Of graduate surveys returned, 90% will indicate a response of Completely Agree or Mostly Agree or Very Good or Good to all questions which assess their perceptions of professional competencies	11	11	100%	MET

<b>PSLO 2</b> Application of Knowledge and Skill					
<b>Measure 1</b> <b>Direct: SPMT 421</b> <b>Internship</b> <b>Supervisor</b> <b>Evaluation Form</b>	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on all components of Part 1 Section 2 (Application of Knowledge & Skills) on the supervisor's evaluation form.	6	6	100%	MET
<b>Measure 2</b> <b>Direct: SPMT 312,</b> <b>Sports</b> <b>Entrepreneurship-</b> <b>Entrepreneur</b> <b>Research,</b> <b>Interview and</b> <b>Conclusion Project</b>	85% of students will achieve a grade of 80 or better on this project	25	20	80%	MET
<b>Measure 3</b> <b>Direct: SPMT 432</b> <b>Applied Sports</b> <b>Event Mgmt.</b> <b>Sponsorships</b> <b>Secured</b>	Applying knowledge, skills, and professionalism learned in class, students will secure at least 10 sponsorships from local businesses and/or organizations.	21 sponsorships were secured totaling \$5475		100%	EXCEEDED EXPECTATIONS
<b>Measure 4</b> <b>Direct: SPMT 432</b> <b>Applied Sports</b> <b>Event Mgmt. Final</b> <b>Event Day Grade</b> <b>(Day of Event)</b> <b>Rubric</b>	Students will appropriately and effectively apply skills & knowledge of event management and conduct a successful event. As a group,	7	7	100%	MET

	students will earn a 3.0 or higher combined score on Day of Event Rubric				
<b>Measure 5 Direct: SPMT 415 Sports Media and Broadcasting – Final Project-Live Show</b>	80% of students will earn a 3.2 out of 4 on the final live show: a preview of Section 10 basketball and hockey	9	9	100%	MET
<b>Measure 6 Indirect: SPMT 432 Applied Sports Event Mgmt. Event Participant Survey</b>	Students in SPMT 432 will conduct a successful event measured by the evaluation of participants. 80% of participants will indicate a positive experience or positive assessment of event components on each of the survey questions after the event.	18 responses received	18	100%	MET
<b>Measure 7 Indirect: Graduate Exit Survey</b>	Of graduate surveys returned, 90% will indicate a response of Completely Agree or Mostly Agree or Very Good or Good to all questions which assess their perceptions of professional competencies	11	11	100%	MET
<b>PSLO 3</b> Critical Thinking					
<b>Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form</b>	All SPMT students who complete a capstone internship will receive a rating of	6	6	100%	MET

	exceptional, strong/good, or average/adequate on all components of Part 1 Section B (Critical Thinking and Problem-Solving Skills) on the supervisor's evaluation form.				
<b>Measure 2</b> <b>Direct: SPMT 413</b> <b>Contemporary Issues in College Admin. Final Capstone Project Grading Rubric</b>	All groups will earn an overall grade of 2.5 or higher on Part 1.1 (Critical Thinking) of grading Rubric for Final Case Study and 2.5 or higher for overall grade	Three groups of 2 students  2 individual students	Two students did not receive a 2.5 or higher on Part 1.1 Critical Thinking Ind. 1 - 2.06 Ind. 2 - 1.75	75%	NOT MET
		8 total students	One student did not earn an overall grade of 2.5 or higher although the student was allowed to re-do and re-submit.		MET
<b>Measure 3</b> <b>Indirect:</b> <b>Graduate Exit Survey</b>	90% of graduating seniors will indicate completely agree or mostly agree to Q1: The SUNY Canton Sports Management program prepared me to apply critical thinking and reasoning skills as a sport management professional	11	11	100%	MET

<b>PSLO 4</b> Communication Skills					
<b>Measure 1</b> <b>Direct: SPMT 421 Internship Supervisor Form</b>	75% of SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on all components of Part 2 B (Communication Skills) on the supervisor's evaluation form.	6	6	100%	MET
<b>Measure 2</b> <b>Direct: SPMT 413, Contemporary Issues in College Admin. Capstone Project Grading Rubric</b>	All groups will receive an overall grade of 2.5 or higher on Oral Presentation Portion of grading Rubric.	3 groups of 2. Two individuals	3-each of the paired groups met expectations. Paired groups worked well together. One of the 2 ind. Students met expectation.	88%	NOT MET
	All students will receive an overall grade of 2.5 or higher on the Individual Contribution portion of grading Rubric.	6 (only measured for the groups – contribution to group)	6  5	100%	MET
<b>Measure 3</b> <b>Direct: SPMT 411 Sports Public Relations Final Project, Live Press Conferences, Rubric</b>	80% of the four groups will earn a 3.2 out of 4 on the group grade	4	2	50%	NOT MET
	80% of the four groups will earn a 3.2 out of 4 on the initial response	4	4	100%	MET

	80% of students will earn a 3.2 out of 4 on the individual grade	12	7	58%	NOT MET
<b>Measure 4 Direct: SPMT 311 Sports Information Written Assignments</b>	85% of students will score a 2.5 out of 4 on the 6 major writing assignments	15	10	66%	NOT MET
<b>Measure 5 Direct: SPMT 307, Sports Marketing- Job Analysis Project</b>	Students will prepare a job analysis on a Sports Marketing Career-Students must interview a Sports Marketing professional. 90% of students will achieve a grade of 80 or better on the assignment	12	7	58%	NOT MET
<b>Measure 6 Direct: SPMT 415 Sports Media and Broadcasting Final Project: Live Show</b>	80% of students will earn a 3.2 out of 4 on the final live show: a preview of Section 10 basketball and hockey	9	9	100%	MET
<b>Measure 7 Indirect: Graduate Exit Survey.</b>	90% of graduating seniors will indicate completely agree or mostly agree to Q2: The SUNY Canton Sports Management program prepared me to capably communicate, orally and in writing as a sports management professional within various sport settings	11	11	100%	MET
<b>Measure 8 Indirect: SPMT 432 Applied Sports</b>	Using effective communication skills and	21 sponsorships were secured		100%	EXCEEDED EXPECTATIONS

<b>Event Mgmt. Sponsorships Secured</b>	professional presentation, Students will secure at least 10 sponsorships from local businesses and/or organizations.	totaling \$5475 (7 students in class)			
<b>PSLO 5</b> Leadership Application					
<b>Measure 1</b> <b>Direct: SPMT 421</b> <b>Internship</b> <b>Supervisor</b> <b>Evaluation Form</b>	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on Part 3. Section E (Leadership & Ethics) of the supervisor's evaluation form.	6	6	100%	MET
<b>PSLO 6</b> Morals and Ethics in Sports Management					
<b>Measure 1</b> <b>Direct: SPMT 421</b> <b>Internship</b> <b>Supervisor</b> <b>Evaluation Form</b>	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on Part 3. Section E (Leadership & Ethics) of the supervisor's evaluation form.	6	6	100%	MET
<b>Measure 2</b> <b>Direct: SPMT 203,</b> <b>Leadership for</b> <b>Sports</b> <b>Professionals,</b> <b>Ethics Case Study</b>	75% of students will earn a 2.5 or higher on the Ethics case study rubric (Penn State Scandal)	12	9	75%	MET
<b>Measure 3</b> <b>Indirect: Graduate</b> <b>Exit Survey.</b>	90% of graduating seniors will indicate				

	<p>completely agree or mostly agree to Q4: The SUNY Canton Sports Management program prepared me to analyze situations and apply principles of appropriate leadership skills and behaviors related to sport management and sport leadership responsibilities.</p>	6	6	100%	MET
	<p>And Q5: The SUNY Canton Sports Management program prepared me to analyze moral and ethical issues to sports management</p>	6	6	100%	MET

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

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: Does not meet expectation Meets expectation Exceeds expectation Insufficient data
<b>OEG 1 – Promote Academic Excellence and Student Success</b>			
Retention rate of first-time full time SPMT students from first semester (fall) to second semester (spring)	70% or higher	14/17 = 82%	<b>Met</b>
Retention rate of first- time full time SPMT students from first fall to second fall	65% or higher	13/17 (returned to SUNY Canton) = 76% 11/17 remained in SPMT – 65%	<b>Met</b>
Students will be able to secure and successfully complete a senior internship at a high level.	The program will assist in placing 100% of students who desire a senior internship.	100% 6 students sought internships and secured placement	<b>Met</b>
	100% of students completing an internship will earn a minimum grade of B from their internship supervisor	6 = 100%	<b>Met</b>
Graduation rate of each entering freshmen cohort for reporting year (from factbook)	65% or higher	47%	<b>Not Met</b>
Of the graduating cohort of SPMT students for reporting year, students will earn cum laude, magna cum laude, or summa cum laude honors	50% or higher	15 graduates, 10 earned honors 67%	<b>Met</b>
Of graduate surveys returned, 90% will indicate a response of Completely Agree or Mostly Agree or Very Good or Good to all questions which assess their perceptions of professional competencies	90% or higher	11/11 = 100%	<b>Met</b>
<b>OEG 2 – Provide Meaningful Applied Learning Activities and Opportunities</b>			
Develop and maintain strong partnerships with sports organizations and professionals particularly in relation to applied learning opportunities embedded in the curriculum.	Offer minimum of two applied learning opportunities for SPMT students in partnership with a sports or related organization with at least 4 students participating.	New - Partnered with Special Olympics of New York – SPMT program with student leadership led organization and execution of Special Olympics of New York North Country Fall Classic competition. 2	<b>Met</b>

<p>Develop and maintain strong partnerships with sports organizations and professionals that lead to yearly guaranteed internship placements.</p>	<p>Maintain current agreements and secure at least one new partnership each year</p>	<p>students led the event, and 11 students worked at the event.</p> <p>New- worked with North Country Pickleball Association to host and organize 1<sup>st</sup> December annual tournament. 2 students led the event and 6 students volunteered.</p> <p>Partnered with Events Personnel Manager from ORDA to have our students work global events – two events were worked in 23-24. 5 students worked event 1 and 2 students worked event 2 (second day of event with more students scheduled was canceled due to weather.</p> <p>Partnered with Section X Athletics and provided live play by ply broadcasting of Section X Basketball Championships (6 students)</p> <p>4 students were placed in current internship partnerships during 23-24 and two new partnerships were developed (Regis College in Denver CO and Santa Fe Community College in Gainesville FL.)</p>	
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<p>Offer applied learning activities in the curriculum that students find relevant, meaningful, and help strengthen their learning.</p>	<p>100% of graduating students who completed exit survey will mark “yes” to the applied learning question (Offer applied learning exercises embedded in courses throughout the program that were relevant and helped strengthen learning? )</p>	<p>11 responses returned – 100% responded “yes” to questions</p>	<p><b>Met</b></p>
<p><b>OEG 3 - Ensure Curriculum Relevance</b></p>			
<p>Regularly review and update the curriculum in consultation with faculty and industry professionals by:  1) Conducting annual curriculum review and strategic planning meeting at the conclusion of each academic year  2) Conducting annual advisory board meeting with curriculum review with industry professionals on board (9-member board)</p>	<p>Develop/create and/or implement viable recommendations/input resulting from curriculum review.</p>	<p>Based on input at the end of 22-23 academic year, two micro credentials were developed requiring the development of three new course: NYS Coaching Certification MC and courses were offered in fall 23 and spring 24 and Officiating Certification MC and course were developed and approved to implemented spring 25.</p>	<p><b>Met</b></p>
<p><b>OEG 4 - Optimize Program Marketing and Recruitment Efforts</b></p>			
<p>Increase program awareness among potential students</p> <p><b>Added for 24-25</b></p> <p><b>Added for 24-25</b></p>	<p>Offer at least 1 virtual open house per semester to high school students and guidance counselors.</p> <p>Place additional program ads in high school sectional championship programs (total of 4) (needs Dean funding)</p> <p>Create recruiting “road show” and visit at least 6 high schools outside local area.</p>	<p>One virtual open house was held in May for accepted students who had not deposited</p> <p>1 placement ad in 2024</p>	<p><b>Met</b></p> <p><b>Met</b></p>

<p>Foster direct and stronger communication with admitted student pool by creating personalized marketing pieces to increase deposit yield</p> <p>Continuously evaluate and improve marketing strategies based on performance data</p> <p><b>Added for 24-25</b> Maintain and enhance active and engaging social media presence highlighting student experiences, alumni success and faculty experiences.</p>	<p>100% of admits to program will receive at least one personalized mailing.</p> <p>Active admits to deposits for each incoming freshmen cohort will be 30 students</p> <p>Meet each semester with Director of Institutional Research to analyze conversion rates, enrollment numbers, location analytics, etc. to inform new strategies.</p> <p>Reach at least 100 visitors to social media sites (Facebook, YouTube, Instagram)</p>	<p>All accepted SPMT students received personalized “congratulations” card/message</p> <p>Fall 2024 deposits = 27</p> <p>Program Director met with DIR twice in 23-24 to analyze data and develop strategic plans to increase enrollment yield.</p>	<p><b>Not Met</b></p> <p><b>Met</b></p>
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**OEG 5 - Maintain Faculty Effectiveness and Development**

<p>All SPMT faculty will receive a positive report from their annual faculty review performance conducted by the School Dean each fall</p> <p>SPMT faculty will receive positive student evaluations for each course taught</p>	<p>100%</p> <p>At least 75% of students completing a course evaluation will indicate a positive response to each of the 9 questions assessing the effectiveness of the instructor for that course (teaching effectiveness will be indicated by a “strongly agree or “agree response”</p>	<p>100%</p> <p>Faculty 1 6 courses 6 met Faculty 2 Fall 23: 4 courses 4 met Spring 24: 4 courses 4 met</p>	<p><b>Met</b></p> <p><b>Met</b></p>
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