

Student Learning Outcomes Matrix - Academic Year 2021 – 2022

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
PSLO 1					
Professional Competencies					
Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on Part 4: Professional or Career Skills Competencies and Part 5 (section 2):	3	3	100%	MET
	Overall Performance on supervisor eval. Form. All students will receive a letter grade of A, A-, B+, B, B- from intern supervisor.	3	3	100%	MET
Measure 2 Direct: SPMT 432 Applied Sports Event Mgmt. Individual Draft Submissions	100% of students will earn a 2.5 or higher for all individual operational draft submissions	6	6	100%	MET
Measure 3 Direct: SPMT 432 Applied Sports Event Mgmt. Final Event Grade (Day of Event) Rubric	Students will appropriately and effectively apply skills & knowledge of event management and conduct a	6	6	100%	MET

	successful event. As a group, students will earn a 3.0 or higher combined score on Day of Event Rubric				
Measure 4 Direct: SPMT 306, Operations and Facility Mgmt. Case Studies	85% of students will score a 2.5 out of 4 on the AACU Rubrics for Written and Oral Communication, Critical Thinking, and Team work on the three case studies that make up a significant portion of student's grades	6	6	100%	MET
Measure 5 Indirect: SPMT 432 Applied Sports Event Mgmt. Event Participation Survey	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.	19 team captains completed participant survey	19	100%	MET
Measure 6 Indirect: Graduate Exit Survey THIS IS NEW MEASURE FOR 20- 21. A new working graduate survey will be developed to co- exist with the graduate exit survey	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	12	12	100%	MET

PSLO 2 Application of Knowledge and Skill					
Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form	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.	3	3	100%	MET
Measure 2 Direct: SPMT 414, Labor Relations in Sport-Collective Bargaining Project	85% of students will achieve a grade of 80 or better on the NBA Collective Bargaining assignment	4	4	100%	MET
Measure 3 Direct: SPMT 432 Applied Sports Event Mgmt. Sponsorships Secured	Applying knowledge, skills, and professionalism learned in class, students will secure at least 10 sponsorships from local businesses and/or organizations.	20 sponsorships were secured		100%	EXCEEDED EXPECTATIONS
Measure 4 Direct: SPMT 432 Applied Sports Event Mgmt. Final Event Day Grade (Day of Event) Rubric	Students will appropriately and effectively apply skills & knowledge of event management and conduct a successful event. As a group, students will earn a 3.0 or higher combined	6	6	100%	MET

	score on Day of Event Rubric				
Measure 5 Direct: SPMT 415 Sports Media and Broadcasting –Final Project-Live Show	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
Measure 6 Indirect: SPMT 432 Applied Sports Event Mgmt. Event Participant Survey	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.	19 team captains completed participant survey	19	100%	MET
Measure 7 Indirect: Working Graduate Survey A new working graduate survey was developed to co-exist with the graduate exit survey	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	12	12	100%	MET

PSLO 3 Critical Thinking					
Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form	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 B (Critical Thinking and Problem-Solving Skills) on the supervisor's evaluation form.	3	3	100%	MET
Measure 2 Direct: SPMT 413 Contemporary Issues in College Admin. Capstone Project Grading Rubric	All capstone project groups will receive an overall grade of 2.5 or higher on Part 1.1 of grading Rubric for critical thinking. 80% of students will receive an overall grade of 2.5 or higher on Part 1.2 PART C & D of Individual grading Rubric for critical thinking (demonstrated through individual paper submission)	4 total groups 3 groups of 2 students 1 group of 3 students	4 groups	100%	MET
		9 total students	9	100%	MET
Measure 3 Indirect: Graduate Exit Survey	90% of graduating seniors will indicate completely agree or mostly agree to Q1: The SUNY Canton Sports Management	12	12	100%	MET

	program prepared me to apply critical thinking and reasoning skills as a sport management professional				
PSLO 4 Communication Skills					
Measure 1 Direct: SPMT 421 Internship Supervisor Form	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.	3	3	100%	MET
Measure 2 Direct: SPMT 413, Contemporary Issues in College Admin. Capstone Project Grading Rubric	All groups will receive an overall grade of 2.5 or higher on Oral Presentation Portion of grading Rubric.	9	9	100%	MET
	All students will receive an overall grade of 2.5 or higher on the Individual Contribution portion of grading Rubric.	9	9	100%	MET
Measure 3 Direct: SPMT 411 Sports Public Relations Final Project, Live Press Conferences, Rubric	80% of the four groups will earn a 3.2 out of 4 on the group grade 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				
Measure 4 Direct: SPMT 311 Sports Information Written Assignments	85% of students will score a 2.5 out of 4 on the AACU Rubric for Written Communication on the 6 writing assignments	9	9	100%	MET
Measure 5 Direct: SPMT 307, Sports Marketing- Job Analysis Project	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	6	4	66%	NOT MET
Measure 6 Direct: SPMT 415 Sports Media and Broadcasting Final Project: Live Show (Rubric)	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
Measure 7 Indirect: Graduate Survey. A new working graduate survey was developed to co-exist with the graduate exit survey	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	12	12	100%	MET

Measure 8 Indirect: SPMT 432 Applied Sports Event Mgmt. Sponsorships Secured	Using effective communication skills and professional presentation, Students will secure at least 10 sponsorships from local businesses and/or organizations.	20 sponsorships were secured		100%	EXCEEDED EXPECTATIONS
PSLO 5 Leadership Application					
Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form	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.	3	3	100%	MET
Measure 2 Indirect: SPMT 432, Applied Sports Event Mgmt. Capstone Project Peer Evaluation	100% of students will earn a 2.5 or higher for all 10 components of the peer evaluation combined	6	6	100%	MET
PSLO 6 Morals and Ethics in Sports Management					
Measure 1 Direct: SPMT 421 Internship Supervisor Evaluation Form	All SPMT students who complete a capstone internship will receive a rating of exceptional, strong/good, or average/adequate on Part 3. Section E	3	3	100%	MET

	(Leadership & Ethics) of the supervisor's evaluation form.				
Measure 2 Direct: SPMT 203, Leadership for Sports Professionals, Ethics Case Study	75% of students will earn a 2.5 or higher on the Ethics case study rubric (Penn State Scandal)	9	8	88%	MET
Measure 3 Indirect: Graduate Survey. A new working graduate survey was developed to co-exist with the graduate exit survey	90% of graduating seniors will indicate 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. And Q5: The SUNY Canton Sports Management program prepared me to analyze moral and ethical issues to sports management	12	12	100%	MET

Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2021-22

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
OEG 1 – Promote Academic Excellence			
Retention Measure 1: Fall to Spring Retention Rates of SPMT Students: First-Time Full Time	Retention rate of first-time full time SPMT students from first semester (fall) to spring will be 75% or higher	Retention rate of first-time full time from fall to spring was 12 of 15- 80%	Met
Retention Measure 2: Fall to Fall Retention Rate of SPMT Students: First-Time, Full Time	Retention rate of first-time full time SPMT students from first fall to second fall will be 75% or higher	Retention rate of first-time full time from fall to spring was 11 of 15 – 73%	Not Met * See narrative for more detailed explanation of graduation rate
Graduation Rate Measure	The graduation rate will meet or exceed the institutional graduation rate	Reported graduation rate from 2021 fact book for program is 33%. institutional rate for same period is 33%	Met
OEG 2 – Improve Operational Effectiveness			
Measure 1: Utilize on campus resources and funding opportunities for program/faculty enhancement/development	Secure at least 1 grant during the academic year for program enhancement or faculty professional development	1 – secured funding for a new digital camera for class, student, and program use	Met
Measure 2: Raise Funds to Supplement Operational Budget	Raise a minimum of \$2,000 via the SPMT Tee Off Golf Classic and other student-led fundraisers	2022 Tournament raised \$3,175.56	Met
OEG 3 – Optimize Enrollment			
Measure 1: Reach desired program enrollment for first time students each fall	30 first-time, full time students will enroll each fall (including SPMT 182 and 001 students)	16 FT-FT enrolled fall 21.	Not Met
Measure 2: Continue to Grow Number of Articulation Agreements with Two-Year Programs	Complete 1 additional articulation agreement each year	0	Not Met

OEG 4 – Drove Decisions With Relevant Information			
No Measure	The Sports Management program faculty will continue the commitment to comprehensive program assessment and robust review and analysis of data to ensure continued quality improvement, effectiveness in teaching, and fulfillment of outcome and goals. The SWOT analysis created as a result of the accreditation process will also be utilized.		
OEG 5 – Focus On Sustainability			
No Measure	Sports Management faculty will whenever and wherever possible reduce reliance on textbooks, paper handouts, copying and otherwise be committed to green initiatives	SPMT 306, 411, 203, 415, 311, and 431 have eliminated required textbooks. SPMT 306, 411, 415, and 311 use Blackboard entirely for assignment submission and grading	Met
OEG 6-Create a Robust, Active, and Enriching Campus			
Measure 1: Community Service	All Sports Management students will engage in at least 1 community service project each year	Began planning in 2019-20 with PTA and HEFI programs but Covid 19 interrupted the process the last two years	Not Met
Measure 2: Community Service	Develop a joint community service project with the Sports Management, Health and Fitness Promotions, and Physical Therapist Assistant programs/students led	Began planning in 2019-20 with PTA and HEFI programs but Covid 19 interrupted the process the last two years	Not Met

	by faculty from the three programs.		
OEG 7-Teaching Effectiveness			
Measure 1: Teaching Effectiveness	All SPMT faculty will receive a positive report from their annual faculty review performance conducted by the School Dean each semester		Met
Measure 2: Teaching Effectiveness	90% of students will answer Yes on the senior survey for the question: Did the SUNY Canton's Sports Management program offer applied learning exercises embedded in courses throughout the program that were relevant and helped strengthen learning	12 senior exit surveys were returned with 100% answering yes to question	Met

Note: You are not required to have five OEGs – you may have more or fewer.

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.

See attached

PROGRAM INFORMATION PROFILE

This profile offers information about the program in the context of its mission, basic purpose and key features.

Name of Institution: State University of New York at Canton
Program/Specialized Accrerator(s): The Commission on Sport Management Accreditation
Institutional Accrerator: Mid-States
Date of Next Comprehensive Program Accreditation Review: 2026
Date of Next Comprehensive Institutional Accreditation Review: 2027
URL where accreditation status is stated: https://www.canton.edu/sci_health/spmt/

Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: 2022 # of Graduates: 16 Graduation Rate: 33%
2. Average Time to Degree: 4-Year Degree: 4-5 yrs
3. Annual Transfer Activity (into Program): Year: 2021
of Transfers: 3 Transfer Rate: 82%
4. Graduates Entering Graduate School: Year: 2022
of Graduates: 16 # Entering Graduate School: 2
5. Job Placement (if appropriate): Year: 2022
of Graduates: 16 # Employed: n/a