

D. Complete the following program-level student learning outcomes (SLO) matrix and program-level operational effectiveness goals (OEG) matrix.
Undergrad Student Learning Outcomes

Academic Year 2024 – 2025

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 – Students effectively reported components that are within the Sociological aspects of Sport.					
Measure 1 (DM) Case Study Paper (SPTM 453)	assessment measuring CPC content area (Social Foundations of Sport) is for 70% of students to score at least an 80% (i.e., B).	38	36	94.74%	3
Measure 2 (IM) Governance/Ethics Research Paper (SPTM 336)	assessment measuring CPC content area (Governance & Policy in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	22	11	50.00%	1
SLO 2 – Students successfully identified, described, and analyzed concepts related to the Ethical and Governmental Foundations of Sport Management.					
Measure 1 (DM) Governance/Ethics Research Paper (SPTM 336)	assessment measuring CPC content area (Governance & Policy in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	22	11	50.00%	1
Measure 2 (IM) Case Study Paper (SPTM 453)	assessment measuring CPC content area (Social Foundations of Sport) is for 70% of students to score at least an 80% (i.e., B).	38	36	94.74%	3
SLO 3 – Students effectively identified, defined, and understand concepts related to the Sport Management Environment.					

Measure 1 (DM) Governance/Ethics Research Paper (SPTM 336)	assessment measuring CPC content area (Ethics in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	22	11	50.00%	1
Measure 2 (DM) Case Study (SPTM 453)	assessment measuring CPC content area (Diversity Issues in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	38	36	94.74%	3
Measure 3 (IM) Social Media Report (SPTM 353)	assessment measuring CPC content area (Technology Issues in Sport Management) is for 70% of students to score at least an 80% (i.e., B).	22	22	100%	3
Measure 4 (IM) Practicum Final Paper (SPTM 305)	assessment measuring all 3.2 CPC (D) content areas is for 70% of students to score at least an 80% (i.e., B).	26	21	80.77%	2
Measure 5 (IM) Internship Final Paper (SPTM 498)	assessment measuring all 3.2 CPC (D) content areas is for 70% of students to score at least an 80% (i.e., B).	27	26	96.30%	3

SLO 4 – Students successfully completed and effectively reported Integrative [Field] Experiences within a Sport Management work-environment.

Measure 1 (DM) Practicum presentation (SPTM 305)	assessment measuring CPC content area (Integrative Experience) is for 70% of students to score at least an 80% (i.e., B).	26	21	80.77%	2
Measure 2 (DM) Internship presentation (SPTM 498)	assessment measuring CPC content area (Capstone Experience) is for 70% of students to score at least an 80% (i.e., B).	28	28	100.00%	3

Undergrad SLO Narrative

Academic Year 2024 – 2025

Identify Each Student Learning Outcome and Measurement Tool(s)	Assessment Results:	Analysis and Narrative(s)
	1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data	
SLO 1 – Students effectively reported components that are within the Sociological aspects of Sport.		
Measure 1 (DM) Case Study Paper (SPTM 453)	3	<p>SLO 1 is considered met due to the results of the two measures. This Case Study assessment is a difficult one, but necessary for skill development. Many of the students who fell short of the benchmark started too late in the term to reach out to the professor for guidance. The professor implemented a checkpoint in reference to the previous year’s plan. This was placed into the schedule to counter the lack of knowledge these students have for planning and completing a study like this one.</p> <p>In addition to this tactic, the professor devoted two more days of class to the project. This seemed to show the students that there was an investment for them to succeed, and this seems to be the reason for the improvement from the previous year (e.g., 50%).</p> <p>Additionally, the existing tutorial for creating a 453 Case Study was improved. The professor plans to implement more components to the resource for the students outside of the classroom.</p> <p>The indirect measure is one that has room for improvement. A lot of the students didn’t have experience writing quality research papers that contain peer reviewed articles, but rather websites of news. The professor is optimistic these same students who</p>
Measure 2 (IM) Governance/Ethics Research Paper (SPTM 336)	1	

		<p>struggled will improve as they go along in the degree path.</p> <p>From a skill-development perspective, both measures are needed for the Core 39 within the University's curriculum standards. The results are positive given the history of this SLO being unmet.</p> <p>.</p>
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SLO 2 – Students successfully identified, described, and analyzed concepts related to the Ethical and Governmental Foundations of Sport Management.

Measure 1 (DM) Governance/Ethics Research Paper (SPTM 336)	1	<p>SLO 2 is considered unmet. Simply put, we increased the difficulty of the standards for the 336 Research Paper due to the overwhelming success from two years ago (97.67%). The delivery of the section went back to an in-person section. The professor implemented classroom strategies and benchmarks for students to hit during the in-person offering, but too many students still procrastinated. Additionally, A lot of the students didn't have experience writing quality research papers that contain peer reviewed articles, but rather websites of news. The professor is optimistic these same students who struggled will improve as they go along in the degree path.</p>
Measure 2 (IM) Case Study Paper (SPTM 453)	3	

SLO 3 – Students effectively identified, defined, and understand concepts related to the Sport Management Environment.

Measure 1 (DM) Governance/Ethics Research Paper (SPTM 336)	1	<p>SLO 3 is considered met. While one of the two direct measures didn't achieve the benchmark, the overwhelming success of the three indirect measures and measure #2 give good reason to believe the program succeeded within this student learning outcome.</p> <p>With that said, there will be consideration to bump up SPTM 353 as a direct measure for next year since the course is now a consistent offering. If so, there will be a secondary conversation with the professor(s) to</p>
Measure 2 (DM) Case Study (SPTM 453)	3	
Measure 3 (IM) Social Media Report (SPTM 353)	3	
Measure 4 (IM)	2	

Practicum Final Paper (SPTM 305)		reevaluate the difficulty of the assessment to ensure we're challenging our students.
Measure 5 (IM) Internship Final Paper (SPTM 498)	3	
SLO 4 – Students successfully completed and effectively reported Integrative [Field] Experiences within a Sport Management work-environment.		
Measure 1 (DM) Practicum presentation (SPTM 305)	2	USI SPTM students successfully completed and effectively reported their Integrative [Field] Experiences in a Sport Management work-environment. This success happened after bringing back in-person presentations (since Covid) for the 498 students.
Measure 2 (DM) Internship presentation (SPTM 498)	3	

Undergrad SLO Closing the Loop

The USI SPTM undergraduate program had great success achieving student learning outcomes in the 2024-25 academic year. The program's majors effectively reported on aspects of diversity and inclusion in sport, ethical considerations in sport, and governance concepts within sport. These concepts that are within the sociological aspects of sport were accessed and met. However, the program will place a focus on students successfully identifying, describing, and analyzing the concepts related to the ethical and governmental foundations of Sport Management. Lastly, the program can claim students effectively identified, defined, and understand concepts related to the Sport Management Environment, along with having success within the Sport Management work-environment through integrative experience. The program will look to capitalize on this strength to improve its weakness in other areas of the program (e.g., recruitment).

Operational Effectiveness Goals

Academic Year 2024 – 2025

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:
			1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1: The USI Sport Management program will provide students with diverse, high-quality faculty.			
Measure 1: Hiring – we will follow the hiring protocols set forth through our university and advertisement in appropriate outlets – (e.g., The Chronicle, NASSM outlets, NIRSA)	25 applicants will apply for a SM position when there is an opening and there will be 3 viable candidates to bring on campus.	We conducted two searches for a tenure-track [Assistant] professor in the spring of 2024. We successfully hired two high-quality faculty members: Dr. Incheol Jang and Dr. Mina Woo. We also believe they bring a wealth of diversity to the program (e.g., expertise, research interests, professional experience, and background).	3
Measure 2: College Mentoring Program (Retain) – The purpose of the College Mentoring Program is to create a link between new and junior faculty and respected, tenured faculty.	100% of new faculty will participate in the College Mentoring Program during the first three years of their tenure.	Both new faculty members participate in the Pott College Mentoring Program	3
Measure 3: Faculty Teaching Evaluations (Retain – by meeting promotion/tenure requirements)	100% of the faculty teaching evaluations will be at least a 3.5 on a 1-5 scale on all areas of evaluation.	100%	2

<p>Measure 4: Faculty Publications and Presentations (Retain – by meeting promotion/tenure requirements)</p>	<p>On average, the faculty will produce, at least, 1-2 publications and presentations a year.</p>	<p>Dr. Jang Jang, I., & Woo, M. Exploring Job Announcements of US Professional Sport Leagues: Knowledge, Skills, and Abilities. Poster presentation at <i>the North American Society for Sport Management Conference</i>, San Diego, CA, May 27 – 30, 2025. Hazzaa, R. N., & Jang, I. Managing emotions at work: An examination of emotional labor, commitment, and burnout in collegiate recreation and sport staff. Oral presentation at <i>the North American Society for Sport Management Conference</i>, San Diego, CA, May 27 – 30, 2025. Woo, M., Liechty, T., Sato, M., & Jang, I. Exploring experiences of recreational tennis among women in mid and later life. Poster presentation at The Academy of Leisure Sciences Conference, Pittsburg, PA, March 5 – 7, 2025. Jang, I. Exploring human resource practices of a sport for development (SFD) organization: through the Ability-Motivation-Opportunity (AMO) theoretical lens. Oral presentation at <i>the Applied Sport Management Association Conference</i>, Cincinnati, OH, February 12 – 14, 2025.</p> <p>Dr. Smith Wildeman, J. & Smith, C. M. L. (March, 2025). Student-Athlete Undergraduates Selecting a Major: Perceptions of Autonomy at a Mid-Major NCAA Division-1 University. <i>Oral presentation at the College Sport Research Institute Conference</i>, Columbia, SC.</p> <p>Dr. Woo Key, L., Du, X., Woo, M., Pazmino, J., Kerins, A., & Liechty, T. (2025). Spinning fast without falling: women’s empowerment through roller derby. <i>Leisure Science</i>. 1-20. https://doi.org/10.1080/01490400.2025.2471834 Jang, I. & Woo, M. (May, 2025). Exploring Job Announcements of US Professional Sport Leagues: Knowledge, Skills, and Abilities. <i>Poster presentation at the North American Society for Sport Management Conference</i>, San Diego, CA. Woo, M., Liechty, T., Sato, M., & Jang, I. (March, 2025). Exploring Experiences of Recreational Tennis Among Women in Mid and Later Life. <i>Poster presentation at The Academy of Leisure Sciences Conference</i>, Pittsburg, PA.</p>	<p>2</p>
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Measure 5: Faculty development: Faculty will receive information on strategies and tactics to promote diversity, equity, and inclusion.	At least, one faculty member will sit on the Equity, Diversity, and Inclusion Committee within the Pott College of USI.	Dr. Mina Woo (2024 – 26) https://www.usi.edu/science/faculty/college-committees	2
OEG 2: The USI SPTM program will successfully provide an environment that promotes the retention of SPTM majors.			
Measure 1: Sport Management Club	Club will achieve a retention rate of 67% of SPTM majors	100%	3
Measure 2: UNIV 101, 283 and 288 student-majors survey	Survey items will measure the perceptions and satisfaction of student-majors.	Survey under construction	n/a
Measure 3: Advisory Board	80% of our Advisory Board members will perceive our course offerings, course assessments, and the program as a whole align with the trends and opportunities in the sport industry.	100%	3
Measure 4: Annual review of undergraduate retention data	67% of SPTM majors will be retained for their second year	88.2%	3
OEG 3: The USI Sport Management program will provide students with the opportunity for professional development and growth within the SPTM local industry and beyond.			
Measure 1: The Field Experience Faculty Coordinator (FEFC) will develop, maintain, and evaluate partnerships and community outreach opportunities with local business and organizations.	The FEFC will add one more partnership to the total amount of opportunities per year.	Two were added: Owen County Family YMCA Evansville [Deaconess] Sports Complex	2
Measure 2: Practicum – 150 hours completed (typically completed during the sophomore or junior year).	To have 90% of the students successfully complete a 150-hour practicum within recreational sports, intercollegiate athletics and/or professional sport the first time taken.	27 out of 28 students worked 150 hours for their term within the SPTM field.	3
Measure 3: Internship – 300 hours completed (typically during the student's senior year).	To have 90% of students successfully complete a 300-hour internship their senior year.	26 out of 28 students worked 300 hours for their term within the SPTM field.	2

Measure 4: Advisory Board	80% of our Advisory Board members will perceive our course offerings, course assessments, and the program as a whole align with the trends and opportunities in the sport industry.	100%	3
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.			

OEG Narrative

Academic Year 2024 – 2025

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark (e.g., 80% will achieve a rating of 5)	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data	Analysis and Narrative(s)
OEG 1: The USI Sport Management program will provide students with diverse, high-quality faculty.			
Measure 1: Hiring – we will follow the hiring protocols set forth through our university and advertisement in appropriate outlets – (e.g., The Chronicle, NASSM outlets, NIRSA)	25 applicants will apply for a SM position when there is an opening and there will be 3 viable candidates to bring on campus.	3	The goal is considered met. The previous year's Measures #3 and #4 had significant room for improvement. The addition of two new faculty members drastically increased the program's ability for success in classroom teaching and scholarship.
Measure 2: College Mentoring Program (Retain) – The purpose of the College Mentoring Program is to create a link between new and junior faculty and respected, tenured faculty.	100% of new faculty will participate in the College Mentoring Program during the first three years of their tenure.	3	
Measure 3: Faculty Teaching Evaluations (Retain – by meeting promotion/tenure requirements)	100% of the faculty teaching evaluations will be at least a 3.5 on a 1-5 scale on all areas of evaluation.	2	
Measure 4: Faculty Publications and Presentations (Retain – by	On average, the faculty will produce, at least, 1-2 publications and presentations a year.	2	

meeting promotion/tenure requirements)			
Measure 5: Faculty development: Faculty will receive information on strategies and tactics to promote diversity, equity, and inclusion.	At least, one faculty member will sit on the Equity, Diversity, and Inclusion Committee within the Pott College of USI.	2	
OEG 2: The USI SPTM program will successfully provide an environment that promotes the retention of SPTM majors.			
Measure 1: Sport Management Club	Club will achieve a retention rate of 67% of SPTM majors	3	The effectiveness of the SPTM Club related to student success, professional development, and retention was evident. This past academic year, there were 18 undergraduate members (14 SPTM majors and 4 related/other majors (MKTG/EXSC/INDV STUDIES). Of the 14 SPTM majors, three will graduate this May and the other 11 are currently enrolled in fall 2025 classes (100% retention rate for SPTM Club members) as of 4/30/25. This is at least an indirect correlation between club membership and retention of SPTM majors.
Measure 2: UNIV 101, 283 and 288 student-majors survey	Survey items will measure the perceptions and satisfaction of student-majors.	n/a	
Measure 3: Advisory Board	80% of our Advisory Board members will perceive our course offerings, course assessments, and the program as a whole align with the trends and opportunities in the sport industry.	3	
Measure 4: Annual review of undergraduate retention data	67% of SPTM majors will be retained for their second year	3	
OEG 3: The USI Sport Management program will provide students with the opportunity for professional development and growth within the SPTM local industry and beyond.			
Measure 1: The Field Experience Faculty Coordinator (FEFC) will develop, maintain, and evaluate partnerships and community outreach opportunities with local business and organizations.	The FEFC will add one more partnership to the total amount of opportunities per year.	2	The USI Sport Management program provided students with the opportunity for professional development and growth within the SPTM local industry and beyond.
Measure 2: Practicum – 150 hours completed (typically completed during the sophomore or junior year).	To have 90% of the students successfully complete a 150-hour practicum within	3	

	recreational sports, intercollegiate athletics and/or professional sport the first time taken.		
Measure 3: Internship – 300 hours completed (typically during the student's senior year).	To have 90% of students successfully complete a 300-hour internship their senior year.	2	
Measure 4: Advisory Board	80% of our Advisory Board members will perceive our course offerings, course assessments, and the program as a whole align with the trends and opportunities in the sport industry.	3	

OEG Closing the Loop

The USI Sport Management program achieved all its measures within the operational effectiveness goals for the 2024-25 academic year. This feat is one that is celebrated. With that in mind, it will be the primary focus of the program to repeat this achievement next year; specifically focusing on the retention aspect of the program.