

Student Learning Outcomes Matrix - Academic Year 2025-26

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): 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 415 Sports Media and Broadcasting – Final Project-Live Show	80% of students will earn a minimum 2.5 out of 4 on the final show rubric item No. 7	15	13	86%	MET
Measure 3: Direct SPMT 432 Applied Sports Event Mgmt. Final Event Grade (Day of Event) Rubric	Students will appropriately and effectively apply skills C knowledge of event management and conduct a successful event. As a group, students will earn a 3.0 or higher combined score	5	5 (as group) Earned a 3.75 on Day of Event Rubric	100%	MET
	on Day of Event Rubric				

Measure 4: 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.	45 responses received	45	100%	MET
FOR 26-27 THE INDIRECT MEASURE ABOVE WILL BE REPLACED WITH THE MEASURE BELOW					
Measure 4: Indirect Intern Experience Survey	85% of students will respond Agree or Strongly Agree to each survey statement related to professional competencies (5)				
Measure 5: Indirect 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	7	7	100%	MET

PSLO 2 APPLICATION OF KNOWLEDGE AND SKILL

Measure 1: 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.	18 sponsorships were secured, including 7 corporate sponsorships - raised \$6,900 total (\$100 more than prior year)		100%	EXCEEDED EXPECTATIONS
Measure 2: 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
THE DIRECT MEASURE ABOVE WILL BE REPLACED WITH THE MEASURE BELOW FOR 26-27					
Measure 2: Direct SPMT 311: Sports Information Photo Portfolio	75% of students will achieve a 2.5 or higher on the photography portfolio rubric				
Measure 3: 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	45 responses received	45	100%	MET

	each of the survey questions after the event.				
Measure 4: Indirect Graduate Exit Survey	Of graduate surveys returned, 85% 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	7	7	100%	MET
FOR 26-27 THE INDIRECT MEASURE ABOVE WILL BE REPLACED WITH THE MEASURE BELOW					
Measure 4: Indirect Graduate Exit Survey	Of graduate surveys returned, 85% will indicate a response of Completely Agree or Mostly Agree on Question 3 of Graduate Exit Survey: "I am confident I can effectively apply knowledge and skills learned throughout the curriculum to a real-world setting".				

PSLO CRITICAL THINKING

Measure 1: Direct SPMT 308 Event Operations Plan (EOP)	80% of students will earn an overall ave. of 2.5 or higher on the EOP scoring rubric	13	9	69%	NOT MET
Measure 2: Direct SPMT 413 Contemporary Issues in College Admin. Final Capstone Project Grading Rubric	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	5 groups of 2 students 10 total students	All groups earned 2.5 or higher. Lowest was 3.36 and highest was 3.96 Groups did particularly well on the final case study	100%	MET
SPMT 306 Final Capstone Project: Water Park Development Plan	All groups will earn an overall grade of 2.5 or higher on Critical Thinking criterion of group grading Rubric and each ind. Student will earn 2.5 or higher on Critical Thinking criterion of individual grading Rubric	13 -5 groups of two students and 1 group of three students	5 groups earned at 3.0 or higher, one group earned a 2.5 (which was a marked improvement over first project) on group rubric and all students earned 2.5 or higher on ind. Rubric.		Met
Measure 3: Indirect SPMT 241 Mock Trial	85% of students will indicate to a great extent, moderate extent or some extent on the applied learning survey - To what extent do you believe this project/activity/course helped strengthen your level of skill/proficiency in CRITICAL THINKING	13 12 responded great extent 1 responded moderate extent	13	100%	MET
Measure 3: Indirect SPMT 306 Project: Field of Dreams	85% of students will indicate to a great extent, moderate extent or some extent on the applied learning survey - To what extent do you believe this project/activity/course helped strengthen your level of skill/proficiency in CRITICAL THINKING	6 5 responded great extent 1 responded moderate extent	6	100%	MET
Measure 4: Indirect Graduate Exit Survey	85% of graduating seniors will indicate completely agree or mostly agree to Q1: The SUNY Canton Sports	7 All seven students responded –	7	100%	MET

	Management program prepared me to apply critical thinking and reasoning skills as a sport management professional	completely agree			
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PSLO 4 COMMUNICATION SKILLS

Measure 1: Direct SPMT 411 Sports Public Relations Final Project, Live Press Conferences, Rubric	80% of the groups will earn a 3.0 out of 4 on the group grade	5	3	60%	NOT MET
	80% of students will earn a 3.0 out of 4 on the individual grade	15	12	80%	MET
Measure 2: Direct SPMT 311 Sports Information Written Assignments	80% of students will score a 3.2 out of 4 on the major game story writing assignments	12	10	83%	MET
Measure 3: Indirect SPMT 432 Applied Sports Event Mgmt. Event Applied Learning Assessment Survey	85% of students will indicate to a great extent, moderate extent or some extent on the applied learning survey - To what extent do you believe this project/activity/course helped strengthen your level of skill/proficiency in ORAL COMMUNICATION	5 3 – Indicated To a great extent 1- indicated to a moderate extent 1- did not submit final report/survey	4	80%	NOT MET
Measure 4: Indirect Indirect: Graduate Exit Survey.	85% 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	7 Six students indicated “completely agree” one student indicated “mostly agree”	7	100%	MET

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 C Ethics) of the supervisor's evaluation form.	3	3	100%	MET
Measure 2: Direct SPMT 203 Final Leadership Paper	80% of students will earn a 2.5 or higher on the final course paper in Leadership for Sports Professionals	7	6	86%	MET
Measure 3: Indirect Graduate Exit Survey	Of graduate surveys returned, 85% will indicate a response of very good or good to their ability to Demonstrate an understanding of leadership – theory and practice; and the critical role effective leadership plays in various sport settings	7	7	100%	MET
Measure 4: Indirect SPMT 432 Applied Sports Event Mgmt. Event Applied Learning Assessment Survey	85% of students will indicate to a great extent, moderate extent or some extent on the applied learning survey - To what extent do you believe this project/activity/course helped strengthen your level of skill/proficiency in LEADERSHIP ABILITY	5 2 – Indicated To a great extent 2- indicated to a moderate extent 1- did not submit final report/survey	4	80%	NOT 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 (Leadership C Ethics) of the supervisor's evaluation form.	3	3	100%	MET
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)	7	4	57%	NOT MET
Measure 3: Indirect SPMT 203 Leadership for Sports Professionals Final Reflection Paper	In their Final Leadership Reflection paper, 85% of students will earn a 2.5 or higher for question 3. What do you understand about sport ethics and being an ethical sports leader that you didn't know or realize before?	7	5	71%	NOT MET
Measure 4: Indirect Graduate Exit Survey.	Of graduate surveys returned 85% will indicate completely agree or mostly agree to Q4, Q5, C Q6: Which all relate to morals and ethics in sport management	7 Q4 C 5 - 6/7 students indicated "completely agree" one student indicated "mostly agree" Q6 – 7/7 students indicated "completely agree"	7 7	100%	MET

PSLO 7 Intercultural Knowledge

THE MEASURE BELOW WILL BE ADDED FOR 26-27 – THIS ASSIGNMENT WAS ADDED TO SPMT 202 FOR FALL 26

Measure 1: Direct SPMT 202 Section 4 Current Analysis Paper	80% of students will earn a 2.5 or higher on Current Issue Analysis Paper (Race, gender, social class and inequality) rubric				
Measure 2: Direct	New measure will be added for 26-27				
THE MEASURE BELOW WILL BE ADDED FOR 26-27 – This question was added to Senior Exit Survey					
Measure 3: Indirect Graduate Exit Survey.	Of graduate surveys returned 85% will indicate very good or good on Section 2 Q11- Interact effectively and respectfully with individuals from diverse cultural, social, and global backgrounds within sport environments				
Measure 4: Indirect	New measure will be added for 26-27				

PSLO 8 Global Perspective in Sports Management

Measure 1: Direct	80% of students will earn a 3.2 or higher on the final project comparing 1 sport in 2 different countries	22	19	86%	MET
Measure 2: Direct	New measure will be added for 26-27				
THE MEASURE BELOW WILL BE ADDED FOR 26-27 – This question was added to Senior Exit Survey					
Measure 3: Indirect	Of graduate surveys returned 85% will indicate very good or good on Section 2 Q12- Demonstrate an understanding and appreciation for the global impact of sport, global influences on the sport industry, and the role sport plays within the global community				
Measure 4: Indirect	New measure will be added for 26-27				

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2025-26

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 and Student Success			
Retention rate of first-time full time SPMT students from first semester (fall 25) to second semester (spring 26)	70% or higher	8/11 = 73% returned to SPMT 10/11 to University – 91%	Met
Retention rate of first- time full time SPMT students from first fall (24) to second fall (25)	65% or higher	10/18 – 56% (returned to SUNY Canton all remained in SPMT)	Not Met
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% 3 students sought internships and secured placement	Met
	100% of students completing an internship will earn a minimum grade of B from their internship supervisor	3 = 100%	Met
Graduation rate of each entering freshmen cohort for reporting year (from factbook)	65% or higher	18%	Not Met
Of the graduating cohort of SPMT students for reporting year, students will earn cum laude, magna cum laude, or summa cum laude honor(spring 26)	50% or higher	16 graduates, 9 earned honors 56%	Met
OEG 2 – Provide Meaningful Applied Learning Activities and Opportunities that Help Strengthen Learning			
Applied Learning Activity Surveys	90% of students participating in applied learning experiences will rate the experience as Average, Above Average, or Excellent in terms of its value toward their learning and understanding of course concepts.	96% of participating students rated the experience Average, Above Average, or Excellent and 94% agreed or strongly agreed that the experience strengthened	Met

Graduating Student Exit Survey	90% of students will respond Agree or Strongly Agree that the applied learning experience helped develop and strengthen professional competencies. 100% of graduating students who completed exit survey will make “yes” to the applied learning question (Offer applied learning exercises embedded in courses throughout the program that were relevant and helped strengthen learning?)	professional competencies. 7 responses returned – 100% responded “yes” to question	Met
OEG 3 - Ensure Curriculum Relevance			
Annual faculty curriculum review and strategic planning meeting.	Faculty will conduct and document an annual curriculum review and strategic planning meeting.	SPMT faculty held annual strategic planning meeting on Friday, May 15, 2026	Met
Annual Advisory Board curriculum review.	The Advisory Board will annually review the curriculum and provide feedback regarding industry relevance, emerging trends, and program needs.	Board Meeting held June 15, 2026	Met
Curriculum Improvement Actions	Recommendations resulting from faculty curriculum review, assessment findings, strategic planning discussions, and Advisory Board input will be documented and evaluated for implementation when appropriate.	Strategic Plan for 26-27 with action items completed	Met

OEG 4 - Optimize Program Marketing and Recruitment Efforts			
Recruitment and Outreach Activities	Sports Management faculty will participate in recruitment and outreach activities including Open House programs, Admitted Student Days, campus visits, and presentations to prospective students.	SPMT faculty presented at 4/5 open house and admitted student day sessions. Last open house falls on the same day of our program's Applied Learning Golf tournament where all SPMT faculty are so a faculty colleague fills in. Faculty also provided one on one meetings with students visiting campus. Faculty volunteered to provide hands on demonstrations to students attending two Dual Enrollment Days and Explore SUNY Canton Days.	Met
Personalized Communication with Prospective Students Benchmark	80% of admitted Sports Management students will receive personalized communication from the program.	88% - 78/89 admits received personalized card Yield of active admits to deposits 2025 – 11% 2026 – 19.7%	Met
Enrollment and Recruitment Analysis	Program faculty will annually review enrollment, conversion, and recruitment data and discuss strategies for improvement during annual program planning discussions.	SPMT Chair regularly meets with and/or speaks with Director of IR on matters of SPMT recruiting issues and recruiting strategies based on data analysis.	Met
Marketing and Communication Efforts	The program will regularly review and update marketing materials and	Updated program brochure to better highlight successful alums,	Met

	communication platforms to highlight student, faculty, alumni, and applied learning accomplishments.	updated recruitment cards. Would like to improve/increase social media presence.	Met – Continuous Improvement Opportunity Identified
OEG 5 – Develop and Maintain Industry Partnerships			
Measure 1: Applied Learning Partnerships	The SPMT program will offer a minimum of two applied learning opportunities annually in partnership with external sport organizations or related entities.	25-26 opportunities included: 2025 Special Olympics of NY North Country Fall Classic (20 SPMT students involved) SPMT Tee Off Classic Golf Tournament with Partridge Run Golf and Country Club (18 SPMT students involved) SPMT program partnered with Bluebird Study Abroad Travel and Ohio State University for their study abroad trip to Spain and Portugal, May 24-June, 5 2026	Met
Measure 2: Internship Partnership Development	The program will maintain its existing internship network and seek opportunities to establish new internship partnerships that expand opportunities for students.	In spring of 2026, all three internship students interned with organizations not previously used by the program. Prep Baseball, Clinton CC Pro Links Sports: 2026 James Hardie Pro	Met

		Football Hall of Fame Invitational Golf Tournament	
OEG 6 -Faculty Effectiveness and Development			
All full-time Sports Management faculty will receive satisfactory or higher ratings on annual performance evaluations.	100%	100%	Met
Faculty Participation in Program Improvement Activities	100% of full-time faculty will participate in assessment, curriculum review, accreditation, strategic planning, or other program improvement activities annually.	100%	Met
Professional Development Activities	Full-time faculty will participate in at least one professional development activity annually related to teaching, scholarship, leadership, technology, curriculum, assessment, or the sport industry.	Both full time faculty attended the COSMA Annual Conference in Florida. M. Metcalf was a presenter - <i>SUNY Canton Sports Management Immersive Pedagogy: The Value of Applied Learning in the Sports Management Curriculum</i> M. Metcalf completed work to become a COSMA site visit volunteer. D. Para worked on COSMA self-study. D. Para conducted extensive independent professional inquiry into artificial intelligence in higher education to determine best	Met

		practices to be used in curriculum	
OEG 7 – Continuous Assessment and Improvement			
Measure 1: Annual Strategic Planning Meeting	Program faculty will conduct and document an annual strategic planning and program review meeting.	For Measure 1 C 2 During the May 2026 strategic planning meeting, faculty reviewed assessment results, SWOT analysis findings, enrollment trends, curriculum needs, and program operations. The review resulted in eight strategic action items for 2026-2027, including curriculum revisions, expansion of applied learning opportunities, development of new recruitment initiatives, exploration of international sport learning opportunities, and increased student and alumni engagement. All recommendations were documented and incorporated into the program's strategic planning process.	Met
Measure 2: Strategic Planning Action Items	Recommendations resulting from assessment findings, strategic planning discussions, Advisory Board input, and stakeholder feedback will be documented and evaluated for implementation when appropriate.		Met
Measure 3: Strategic Goal Progress Review	Progress toward strategic goals identified during the previous assessment cycle will be reviewed and documented annually.	Of the seven identified priorities, three were completed, three remain in progress and included in the 26-27 strategic priorities.	Met