Student Learning Outcomes Matrix - Academic Year 2022 – 2023
Bachelors' Level SLOs

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Describe the impact of legal principles and considerations in sport management on the decision-making process for sport managers.					
Direct Measure 1: SPMT440 Week 6 Signature Assignment–Facility Safety	More than 70% of students will score better than 85% on the assignment.	114	103	90%	2.Meets Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 1	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT440 End-of-Course Survey (SSI)	Better than 90% agree or strongly agree that they are prepared (8+ average)	6	6	100%	3.Exceeds Expectations
SLO 2: Apply management principles, concepts, and practices associated with the operations and maintenance of sports and recreation facilities.					
Direct Measure 1: SPMT316 Week 1 Signature Assignment–Going Green	More than 70% of students will score better than 85% on the assignment.	204	186	91%	3.Exceeds Expectations
Direct Measure 2: SPMT200 Week 5 Signature Assignment-Critical Event Management Functions	More than 70% of students will score better than 85% on the assignment.	248	176	71%	2. Meets Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 2	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT316 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared (8+ average)	6	5	83%	1. Does not meet expectations
SLO 3: Appraise sociological, historical, political, and philosophical aspects of sport.					
Direct Measure 1: SPMT379 Week 6 Signature Assignment–Social Issues Research Paper	More than 70% of students will score better than 85% on the assignment.	109	89	82%	2. Meets Expectations
Indirect Measure 1: End-of- Program Survey question related to SLO 3	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
Indirect Measure 2: SPMT379 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	3	2	67%	1. Does not meet expectations
SLO 4: Examine ethical practices, procedures, and decision-making models used in sports management professions.					
Direct Measure 1: SPMT326 Week 8 Signature Assignment-Code of Ethics	More than 70% of students will score better than 85% on the assignment.	130	100	77%	2. Meets Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 4	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT326 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	10	7	70%	1. Does not meet expectations
SLO 5: Apply financial management principles and concepts to managing a sports organization or facility.					
Direct Measure 1: SPMT455 Week 8 Signature Assignment–Comprehensive Sales Video	More than 70% of students will score better than 85% on the assignment.	91	74	81%	2. Meets Expectations
Direct Measure 2: SPMT410 Week 3 Signature Assignment-Pro Sports Financing	More than 70% of students will score better than 85% on the assignment.	119	105	88%	2. Meets Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 5	Better than 90% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT410 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	6	6	100%	3. Exceeds Expectations
SLO 6: Analyze the dimensions of specific sport marketing plans and strategies.					
Direct Measure 1: SPMT413 Week 8 Signature Assignment–Collegiate Sports Marketing Plan	More than 70% of students will score better than 85% on the assignment.	97	81	84%	2. Meets Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 6	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT413 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	3	3	100%	3. Exceeds Expectations

Master's Level SLOs

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1: Apply management theory and managerial leadership concepts to contemporary sports industry practices.					
Direct Measure: SPMT612 Week 7 Signature Assignment–Event Critical Assessment	More than 70% of students will score better than 85% on the assignment.	94	83	88%	2. Meets Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 1	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	4. Insufficient data
Indirect Measure 2: SPMT620 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	1	0	0%	1. Does not meet expectations
SLO 2: Analyze and apply relevant business, legal, and ethical issues such as models of ethical analysis, codes of professional ethics, and situational analysis to the sports industry and enterprise.					
Direct Measure: SPMT620 Week 8 Signature Assignment–Analysis of a Sports Management Organization	More than 70% of students will score better than 85% on the assignment.	50	48	96%	3.Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 2	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT601 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	5	4	80%	1. Does not meet expectations
SLO 3: Integrate economic decision making and advanced finance theory and concepts to sports and sports-related enterprises as it relates to sports in contemporary society.					
Direct Measure: SPMT610 Week 8 Signature Assignment–Sports Finance Presentation.	More than 70% of students will score better than 85% on the assignment.	96	91	95%	3.Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 3	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT610 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	3	1	33%	1. Does not meet expectations
SLO 4: Implement concepts and theories of marketing to sports-related enterprises to include internal and external sources of marketing information, marketing theory, industry segmentation, marketing mix, sport sponsorship, licensing, venue and event marketing, and image enhancement.					
Direct Measure: SPMT607 Week 8 Signature Assignment–Strategic Plan	More than 70% of students will score	123	107	87%	2. Meets Expectations

Identify Each Student Learning Outcome and Measurement Tool(s)	Identify the Benchmark	Total Number of Students Observed	Total Number of Students Meeting Expectation	Percentage of Students Meeting Expectation	Assessment Results: 1. Does Not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
	better than 85% on the assignment.				
Indirect Measure 1: End-of-Program Survey question about SLO 4	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT609 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	3	1	33%	1. Does not meet expectations
SLO 5: Examine ethical and legal concepts in a sport context relative to governance, gender equity, and managerial leadership and decision making within an athletic department or organization.					
Direct Measure: SPMT608 Week 7 Signature Assignment–Sports Law Research Paper	More than 70% of students will score better than 85% on the assignment.	109	102	94%	3.Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 5	Better than 90% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	Insufficient data
Indirect Measure 2: SPMT608 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	5	4	80%	1. Does not meet expectations

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.

Student Learning Outcomes Matrix Narrative:

Direct Measures:
All SLOs in both the Bachelor's and master's Sports Management degree programs have been met via direct assessments. This is an improvement from 2021 where SLO4 was not met. The updating of directions for this assessment has helped to increase clarity for students and has ultimately led to a more accurate measure of their learning in this area.

For SLO2, Direct Measure 2, the program did meet expectations, however this was the lowest success rate at 71% which is on the cusp. Because SPMT200 is the first Sport Management course in the undergraduate program, additional scaffolding is needed for students to find additional success on this assignment and throughout the course. This course has been scheduled for a major revision in Q1 of 2024 which should help address potential sequencing and to clarify content and assignments.

Because at least 70% of students scored 85% or better on each of these assessments, it is worth considering if the metric should be increased. At the institutional level 70-90% of students achieving 85% on the assessment is considered meeting expectations, however for the purposes of this analysis it may be worthwhile to increase the rigor of the metric to 75 or 80% of students successfully earning an 85% or better on the assessments. This will be discussed with the Sports Management Faculty, Industry Advisory Council, and Accreditation Team to determine how to proceed for future years.

Indirect measures
The response rate from the October End of SPMT program survey was too low to generate valuable data, with only 18 responses. Similarly, the End-of-Course Survey (now called the SSI) was recently modified to a new structure. As such, the department utilized the existing benchmark of 90% success rates and an average score on three questions related to preparedness. To meet expectations the aggregate score should have been 8 out of 10 (corresponding with agree or strongly agree). Because this is a new evaluation tool, the sample sizes are low and thus do not point to any actionable changes. However, the programs have reported this data to serve as a benchmark for future years. Based on this initial data, APUS would suggest that the benchmark for success be aligned with the percentages used in the direct measure. If this remains 70%, the threshold for these metrics would also be reduced to 70%. Similarly, if the direct measure benchmarks are increased to 80% success, the indirect measures, too, should be set at 80%. This not only streamlines the analysis of the data but ensures that the department is setting equitable standards across all aspects of the programs.

As for the low response rates for the End-of-Program Survey, this process will be re-evaluated to determine how the programs might collect additional data or utilize a different assessment tool to evaluate these areas. Because this is the second year with very low response rates, a different metric may be a worthwhile consideration to ensure that the department can utilize the data to evaluate program outcomes.

Program-Level Operational Effectiveness Goals Matrix
Academic Year 2022-23

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
Goal 1: To optimize student retention.			
B.S. Measure 1: Retention measured by 6–12-month student return	60%	48.6%	1. Does Not meet expectation
B.S. Measure 2: Retention measured by persistence to 6th course	50%	61%, based on those who started by 2018	2. Meets Expectations
M.S. Measure 1: Retention measured by 6–12-month student return	60%	70.3%	2. Meets Expectations
M.S. Measure 2: Retention measured by persistence to 6th course	50%	72%, based on those who started by 2018	2. Exceeds Expectations
Goal 2: Faculty teaching effectiveness.			
B.S. Measure: Annual End-of-Course Survey results.	Score above 4.4 on a 5-point Likert scale.	4.22, n=18	1. Does not meet expectations
M.S. Measure: Annual End-of-Course Survey results.	Score above 4.4 on a 5-point Likert scale.	4.33, n=18	1. Does not meet expectations
Goal 3: To maintain engaged and current faculty.			
B.S. / M.S. Measure: Annual professional development units completed.	100% of full-time faculty must complete 2.0 units annually	All 7 full time-faculty members earned at least 2.0 Professional Development Units	2. Meets expectations
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 1: APUS's 6-12 month return rate at the bachelor's level did not meet expectations as 48.2% of students persisted, nearly 12% lower than the 60% benchmark set. The persistence rate was greatly impacted by low rates in March/April, November/December. While all other months hovered at or above the 60% threshold. As a result, the programs will work with advising and institutional research teams to determine what trends are occurring during this time period. It is likely that the holiday season impacts persistence at the end of the year, but APUS will need additional data to determine potential impacts on March/April persistence rates. This metric becomes even more interesting when compared to the persistence to 6th course metric, which is meeting expectations at the undergraduate level. All metrics met or exceeded expectations regarding retention/persistence at the master's level.

OEG 2: – At both the undergraduate and graduate level, students 'Agreed' (4 out of 5 on a Likert scale) that they were satisfied with the quality of faculty in the degree program, however this did not equate to meeting the 4.4 of 5 metric set forth for either level. It will be worth considering if this metric should be lowered to a 4 of 5, as this rating suggests student satisfaction in this area, with answers of agree or strongly agree. Also, the response rate to the End-of-Program survey is low, with only 18 students completing at the undergraduate and graduate levels.

OEG 3: All faculty completed 2.0 PDUs (the equivalent of 20 hours of professional development work) last year. This is incredibly important to maintain currency in the field and to support teaching excellence within the classroom. Such professional development included the publication of manuscripts, attendance at conferences, and pedagogy seminars, among others. The verbiage of this OEG has been updated to be structured as a goal and thus is highlighted in yellow to identify the change.

PROGRAM INFORMATION PROFILE

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

Name of Institution: American Public University System

Program/Specialized Accreditor(s): _____ COSMA

Institutional Accreditor: _____ The Higher Learning Commission (HLC)

Date of Next Comprehensive Program Accreditation Review: ___ February 2030

Date of Next Comprehensive Institutional Accreditation Review: _____ 2031

URL where accreditation status is stated: _____ *https://www.apus.edu/about/accreditation*

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

1. Graduation Year: __2022_____ # of Graduates: 93   Graduation Rate: N/A
2. Average Time to Degree: 4-Year Degree: _4.36 years_ 5-year Degree _____
3. Annual Transfer Activity (into Program): Year: __2022___
   # of Transfers: __79_ Transfer Rate: __59%___
4. Graduates Entering Graduate School: Year: _2022
   # of Graduates: _93__ # Entering Graduate School: _7 (as indicated on end of program survey. 12 students responded and 7 indicated they were pursuing a master's degree).
5. Job Placement (if appropriate): Year: _N/A____
   # of Graduates: __N/A___   # Employed: __N/A___

The overall graduation rate at present is 50% for bachelor's and 53% for master's students: https://www.apu.apus.edu/aboutus/consumer-information/graduation-rates.html The B.S. and M.S. in Sports Management are relatively new programs, and students are allowed ten years to complete the B.S. program and seven years to complete the M.S. program. Because the majority of APUS students are part-time, degree completion typically takes longer than the traditional 4-6 years.

In addition, APUS does not place graduates in employment. Career Services support is provided, but APUS does not take an active role in placement.

Form developed by the Council for Higher Education Accreditation. © updated 2020