

Student Learning Outcomes Matrix - Academic Year 2024 – 2025

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 on sport management processes.					
Direct Measure 1: SPMT440 Week 6 Signature Assignment– Facility Safety	More than 70% of students will score better than 85% on the assignment.	134	119	89%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 1	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT440 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	129	99	77%	1 – Does not meet expectations
SLO 2: Apply management concepts associated with the operations of sport facilities.					
Direct Measure 1: SPMT316 Week 1 Signature Assignment– Going Green	More than 70% of students will score better than 85% on the assignment.	208	191	92%	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.	270	200	74%	2- Meets Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 2	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT316 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	125	98	78%	1 – Does not meet expectations
SLO 3: Appraise the socio-historical context of sport as related to contemporary society.					
Direct Measure 1: SPMT279 Week 6 Signature Assignment– Social Issues Research Paper	More than 70% of students will score better than 85% on the assignment.	170	114	67%	1- Does not meet expectations **7% zero
Indirect Measure 1: End-of-Program Survey question related to SLO 3	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT279 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	285	239	84%	2 – Meets expectations
SLO 4: Examine the application of ethical solutions in the sport management industry.					
Direct Measure 1: SPMT326 Week 8	More than 70% of students will score	147	122	83%	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
Signature Assignment- Code of Ethics	better than 85% on the assignment.				
Indirect Measure 1: End-of-Program Survey question related to SLO 4	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT326 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	137	115	84%	2 – Meets Expectations
SLO 5: Apply financial management principles to managing a sport organization					
Direct Measure 1: SPMT455 Week 8 Signature Assignment– Comprehensive Sales Video	More than 70% of students will score better than 85% on the assignment.	105	56	53%	1 – Does not meet expectations 14% zeros
Direct Measure 2: SPMT410 Week 7 Budgeting Case Study	More than 70% of students will score better than 85% on the assignment.	28	18	64%	1 – Does not meet expectations 14% zeros
Indirect Measure 1: End-of-Program Survey question related to SLO 5	Better than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT410 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	96	80	83%	2 – Meets expectations
SLO 6: Analyze the dimensions of a sport marketing plan.					
Direct Measure 1: SPMT213 Week 8 Signature Assignment– Collegiate Sports Marketing Plan	More than 70% of students will score better than 85% on the assignment.	196	167	85%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 6	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	7 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT213 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	332	286	86%	2 – Meets 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 to contemporary sports industry practices.					

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
Direct Measure: SPMT612 Week 7 Signature Assignment–Event Critical Assessment	More than 70% of students will score better than 85% on the assignment.	86	75	87%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 1	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	4 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT620 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	37	33	89%	2 – Meets expectations
SLO 2: Analyze the impact of legal and ethical issues in the sporting 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.	44	42	95%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 2	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	4 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT601 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	86	71	83%	2 – Meets expectations
SLO 3: Evaluate qualitative and quantitative data to assess financial challenges/opportunities in the sport industry					
Direct Measure: SPMT610 Week 8 Signature Assignment–Sports Finance Presentation.	More than 70% of students will score better than 85% on the assignment.	99	96	97%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 3	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	4 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT610 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	97	75	77%	1 – Does not meet Expectations
SLO 4: Develop marketing strategies to enhance the viability of sports-related enterprises.					
Direct Measure: SPMT502 Week 8 Signature Assignment–Strategic Plan	More than 70% of students will score better than 85% on the assignment.	186	169	91%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 4	Better than 80% of students ranked 4 or 5 on Likert scale.	NA	NA	NA	4 responses, institution requires 10 for reporting 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: SPMT609 End-of-Course Survey	Better than 80% agree or strongly agree that they are prepared	NA	NA	NA	Error in data collection survey
SLO 5: Examine structural barriers to equity in the sport industry.					
Direct Measure: SPMT608 Week 7 Signature Assignment–Sports Law Research Paper	More than 70% of students will score better than 85% on the assignment.	136	131	96%	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	4 responses, institution requires 10 for reporting data
Indirect Measure 2: SPMT608 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	135	108	80%	2 – Meets expectations

Bachelor’s Degree – Esport

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 business principles on esports processes					
Direct Measure 1: ESPT205 (Business of Esport) – Week 7, Sponsorship Pitch	More than 70% of students will score better than 85% on the assignment.	29	22	76%	2 – Meets Expectations
Direct Measure 2: ESPT 310 (Policy Regulations and the Esport Ecosystem), Week 6 Assignment, Esport Tournament Policies and Guidelines	More than 70% of students will score better than 85% on the assignment.	14	12	86%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question about SLO 1	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date
Indirect Measure 2: ESPT205 (Business of Esports) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	3	2	66%	1 – Does not meet Expectations

Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	7	100%	3 – Exceeds Expectations Average = 4.71
SLO 2: Examine the application of ethical solutions in the esports industry					
Direct Measure 1: ESPT201 (Contemporary Issues in Esports) – Week 6, Diversity in Esports	More than 70% of students will score better than 85% on the assignment.	31	18	58%	1 – Does not meet expectations *6% zero, 80% average grade
Indirect Measure 1: End-of-Program Survey question about SLO 2	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date
Indirect Measure 2: ESPT310 (Policy Regulations, and the Esport Industry) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	5	4	80%	2 – Meets Expectations
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	7	100%	3 – Exceeds Expectations Average = 4.86
SLO 3: Apply management concepts associated with the operation of esports events and facilities					
Direct Measure 1: ESPT210 (Esports Events and Facility Management) – Week 5, Final Project Part III – Event Preparation	More than 70% of students will score better than 85% on the assignment.	20	18	90%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 3	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date
Indirect Measure 2: ESPT210 (Esports Events and Facilities) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	1	0	0%	1 – Does not meet Expectations
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	7	100%	3 – Exceeds Expectations Average = 4.86
SLO 4: Examine the social and historical influences of esports on contemporary society					
Direct Measure 1: ESPT340 (Esports Media and Production) – Week 2 Assignment, Historical Moments	More than 70% of students will score better than 85% on the assignment.	12	11	92%	3 – Exceeds Expectations

Indirect Measure 1: End-of-Program Survey question related to SLO 4	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date
Indirect Measure 2: ESPT201 (Contemporary Issues in Esport) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	12	7	58%	1 – does not meet expectations
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	6	86%	3 – Exceeds Expectations Average = 4.43
SLO 5: Develop a comprehensive understanding of the production of digital content for the esports industry					
Direct Measure 1: ESPT499 (Seminar in Esports) – Week 3, Create Broadcast Assignment	More than 70% of students will score better than 85% on the assignment.	8	8	100%	3 – Exceeds Expectations
Direct Measure 2: ESPT340 (Esports Media and Production) – Week 4 Assignment, Shoutcasting	More than 70% of students will score better than 85% on the assignment.	12	12	100%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 5	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date
Indirect Measure 2: ESPT 340 (Esports Media and Production) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	3	3	100%	3 – Exceeds Expectations
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	7	100%	3 – Exceeds Expectations Average = 4.57
SLO 6: Implement strategies to support and accelerate the development of esports athletes at all level					
Direct Measure 1: ESPT320 (Esports Player Development) – Week 8, Esport Player Development Program	More than 70% of students will score better than 85% on the assignment.	22	19	86%	3 – Exceeds Expectations
Direct Measure 2: ESPT310 (Policy Regulation and the Esports Ecosystem) – Week 3, Esport Governance	More than 70% of students will score better than 85% on the assignment.	14	13	93%	3 – Exceeds Expectations
Indirect Measure 1: End-of-Program Survey question related to SLO 6	More than 80% student ranked 4 or 5 on Likert scale.	NA	NA	NA	Less than 10 graduates to date

Indirect Measure 2: ESPT 320 (Esports Player Development) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	NA	NA	NA	No data available
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	7	6	86%	3 – Exceeds Expectations Average = 4.57

Student Learning Outcomes Matrix Narrative:

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures across ALL student learning outcomes (not for each SLO). All SLOs must be measured at least once by a direct measure. Some measurement tools will be used to measure more than one student learning outcome. Below, narrate how you “**close the loop**” by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

Sport Management – Bachelor’s

Direct Measures

Closing the loop from last year, 74% of students now successfully score 85% or better on Direct Measure 2 from SPMT200. The increase is likely a result of two things – the percent zero has decreased, meaning that early intervention from faculty to ensure students are engaged in the course has been successful. Second, the revision of the course to include an eTextbook has helped structure the course for students in the first course of their major.

This year, expectations were not met for SLO3 and SLO5 at the undergraduate level. For the direct measure for SLO3, only 67% of students successfully scored an 85% on their assessment. The percent zero for this assignment was 7%, which is quite high. Similarly to the intervention strategy for SPMT200 last year, as this is another course that students take early in their program it will be important to ensure that faculty are reaching out to students early if they seem to be struggling or disengaged from the course. This course is also scheduled to undergo revision in Q3 of 2025 and there will be the opportunity to ensure alignment of content with assessments to ensure that students are as prepared as possible. Regarding SLO5, students did not meet expectations on both of the direct measures related to financial principles in Sport Management. This suggests that there is a need for additional education in these areas. There are currently limited sport finance principles covered in the lower-level courses, but there may be need to integrate some early exposure prior to the upper-level courses (like SPMT410 and SPMT455) that utilize financial principles. Additionally, SPMT410 underwent revision in Q1 of 2025 and SPMT455 will undergo revision in Q4 of 2025. During both revisions the Subject Matter Experts have/will ensure that the foundational principles of finance are building blocks for these courses.

Indirect Measures

Students felt confident that they had been prepared to accomplish SLOs 3-6. They did not feel as confident about their abilities related to SLO1 and SLO2, contemporary sport management practices and applying management practices to sport facilities. 77% and 78% of students respectively met the expectation, which is not far from the 80% benchmark. This is curious, however, as these SLOs are different than those not met according to the direct measures. From the qualitative data associated with the end of course survey for SPMT440 (measure for SLO1), students found the course valuable and felt that they, “have a good foundation but are by no

means an expert.” For this particular course students may perceive themselves to be less capable in the area of event management simply because there are so many components to successfully running a sporting event. Perhaps it is necessary to reinforce that one course in event management will create the foundation, but students should not expect to be experts after only one course. Setting these expectations may be important in guiding student perception. As it relates to SPMT 316 (SLO2 metric) the qualitative data shared was all positive. Students felt that “There were lots of material that was aimed at facility management, and I feel more prepared to tackle this topic. The last project although very long was a nice bow tie on the course to show all the elements of the class and made us use them not just learn what they were.” This may require further analysis to better understand why students perceive that they are not well prepared to apply management principles to sport facilities despite positive qualitative feedback and direct measure outcomes suggesting that they are, in fact, prepared to do so.

Sport Management – Master’s Direct Measures

Student learning outcomes were met or exceeded for all Master’s level student learning outcomes. This is a strong indicator of student achievement but does beg the question – is there an opportunity to increase rigor on some of these assignments, or are the students simply mastering the concepts? In the case of SPMT610, the average grade on the assignment was a 97% this suggests that there may be an opportunity for additional rigor. Using data such as this, this course underwent revision in 2025 with the new version launching in late 2025. All assessments were evaluated and updated.

Indirect Measures

Students perceived themselves to be able to meet the SLOs for SLOs 1, 2, 4, and 5. They did not perceive themselves to be able to adequately utilize qualitative and quantitative data to assess financial challenges (77% agreed or strongly agreed that they were prepared to do so). While this is close to the 80% benchmark it is interesting to consider that the course (SPMT610) used as the indirect measure had incredibly high success rates from the direct measures. This suggests the need for assignment re-evaluation. This course was revised at the end of 2024 and all assignments were updated or changed based upon numerous data points.

Esport – Bachelor’s

Direct Measures

SLOs 1, 3-6 met or exceeded expectation. SLO2 was not met with the direct measure for the SLO indicating only a 58% success rate. SLO2 requires the examination of ethical issues in esports and is measured through a diversity related assignment in the ESPT 201 Course (Contemporary Issues in Esport). This course underwent major revision in Q4 2024/Q12025 and the new version of the course has been launched in May of 2025. As such, the data from the course will be re-presented in the next annual report. The course was significantly revised to create scaffolding assignments and learning checks prior to the major assignments. This should

help the students more thoroughly understand the course content and be able to apply it to their future assignments.

Indirect Measures

While we have reported data from the end of course surveys in Esport courses, the sample sizes are so small that it is hard to draw any conclusions from this data. As the sample sizes increase, these will be important metrics to consider. Similarly, the sample sizes for supervision evaluation feedback are also very small, though indicate strong student performance across all outcomes when enacted in an applied setting.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2024-25

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 (student progression summary)	60%	51.4%	1 – Does not meet expectations
B.S. Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	42.9%	1 – Does not meet expectations
M.S. Measure 1: Retention measured by 6–12-month student return (student progression summary)	60%	71.6%	2 – Meets Expectations
M.S. Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	56%	2 – Meets Expectations
B.S. Esport Measure 1: Retention measured by 6–12-month student return (student progression summary)	60%	58%	1 – Does not meet expectations
B.S. Esport Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	40%	1 – Does not meet expectations
Goal 2: Faculty teaching effectiveness.			
B.S. Measure: Faculty Effectiveness Index (FEI)	Index score of at least 85	90.0	3 – Exceeds Expectations
M.S. Measure: Faculty Effectiveness Index (FEI)	Index score of at least 85	91.5	3 – Exceeds Expectations
B.S. Esport Measure: Faculty Effectiveness Index (FEI)	Index score of at least 85	79.8	1 – Does not meet expectations
Goal 3: Faculty professional development.			
B.S. / M.S. Measure/ B.S. Esport: 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
Goal 4: Student Satisfaction			
B.S. Measure – SSI Index	Index score of at least 85	92.29	3 – Exceeds Expectations

MS Measure – SSI Index	Index score of at least 85	94.38	3 – Exceeds Expectations
B.S. ESPT Measure – SSI Index	Index score of at least 85	86.7	2 – Meets Expectations
B.S Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	NA	Not enough data, 7 responses - institution requires at least 10 for institutional data reporting
M.S Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	NA	Not enough data, 4 responses - institution requires at least 10 for institutional data reporting
B.S ESPT Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	NA	Not enough data, less than 10 graduates so far

OEG Narrative:

Goal 1 – Our retention rates for the Sport Management Master’s program is on track. Our undergraduate retention rates for both the Sport Management and Esport programs are not where we want them to be. One ongoing challenge in the esport program is that many students engage with the esport program out of interest, but with no intent to complete the program or start a career in the esport industry. This is reflected in the progression to 6th course. As an institution we see a large number of students transfer in and out of programs. We have implemented an advising initiative, helps students better model their degree plan and determine which courses to take when, which should help facilitate student progression.

As for the FEI scores, Goal 2, our Sport Management faculty are doing an excellent job. The FEI index aggregates student success survey scores along with faculty engagement scores – how often they’re in the classroom and grading on time. We have two new part-time faculty working on the esports team, so they are just learning the ropes and the processes here at APUS. We operate a bit differently than other academic institutions and these two folks, in particular, are coming directly from industry. With additional training and support I am confident that the Esport FEI scores will increase dramatically in the next year.

Goal 3 – All faculty remain highly engaged in professional development and in the program.

Goal 4 – Student satisfaction with the course quality, faculty engagement, and career relatedness remain high. These are excellent indicators of our students’ perceptions of the program(s).