M.S. Sport Management SLO Matrix – Traditional and Online

Academic Year 2024-2025

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| **Identify Each Student Learning Outcome and Measurement Tool(s)** | **Identify the 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 -** Acquire advanced knowledge of subject matter in one of the M.S. Specialization Areas (Exercise Physiology, Motor Behavior, Pedagogy and Psychological Sciences and Sport Management). |
| Written Comprehensive Final Examination (direct – exam) | Acceptable Target: 90% of students who pass the thesis defense or the comprehensive examination and complete the program are classified as evident or exemplary on this learning outcome by the examining committeeIdeal Target: 100 % of the completers are rated as at least evident and 40% of the completers rated as exemplary by the examining committee. | 28 students (on-campus)58 students (online) | 8/28 students scored a 4=exemplary score 18/28 students scored a 3=evident score2/28 students scored a 2=occasionally evident10/58 students scored a 4=exemplary score45/58 students scored a 3=evident score3/58 students scored a 2=occasionally evident | 93% at least evident95% at least evident  | Meets expectationMeets expectation |
| **SLO 2 -** Demonstrate the ability to identify, synthesize, and critically evaluate relevant literature and apply appropriate methods of inquiry to Sport Management. |
| Project Submission (direct) | Acceptable Target: 90% of students are classified as evident or exemplary on this learning outcome by the examining committee.Ideal Target: 100 % of the completers are rated as at least evident and 40% of the completers rated as exemplary by the examining committee. | 22 students (on-campus)44 students (online) | 8/28 students scored a 4=exemplary score 18/28 students scored a 3=evident score2/28 students scored a 2=occasionally evident10/58 students scored a 4=exemplary score46/58 students scored a 3=evident score2/58 students scored a 2=occasionally evident | 93% at least evident97% at least evident  | Meets expectationMeets expectation |
| **SLO 3 -** Demonstrate the ability to apply critical and reflective thinking skills to solve complex problems in practical settings |
| Project Submission (direct) | Acceptable Target: 90% of students are classified as evident or exemplary on this learning outcome by the examining committee.Ideal Target: 100 % of the completers are rated as at least evident and 40% of the completers rated as exemplary by the examining committee. | 22 students (on-campus)44 students (online) | 8/28 students scored a 4=exemplary score 18/28 students scored a 3=evident score2/28 students scored a 2=occasionally evident10/58 students scored a 4=exemplary score44/58 students scored a 3=evident score4/58 students scored a 2=occasionally evident | 95% at least evident93% at least occasionally evident  | Meets expectationMeet expectations |
| **SLO 4 -** Outcomes 1, 2, and 3Typically, we provide data for this indirect measure but we did not this year. |
| Focus group interview (indirect) | Acceptable Target: The students will express a general positive tone about their experience in the program.Ideal Target: The students will express an overwhelmingly positive tone about their experience in the program |  |   |  |  |
| **SLO 5** - Outcomes 1, 2, and 3Typically, we provide an exit survey but we did not this year. |

Ph.D. Kinesiology, Specialization in Sport Management Student Learning Outcomes Matrix -Academic Year 2023-24

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| **Identify Each Student Learning Outcome and Measurement Tool(s)** | **Identify the 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 - Acquire advanced knowledge of subject matter in one of the specialized research areas at the Ph.D. level (Exercise Physiology, Motor Behavior, Pedagogy and Psychological Sciences and Sport Management). |
| General Exam (direct – student artifact) | Acceptable target: 90% of students are rated as evident or exemplary.Ideal target: All candidates will demonstrate learning outcome at least at an evident level and 50% of those rated as exemplary. | 1 student | 1 student | 100% | Meets expectation |
| SLO 2 - Demonstrate the ability to identify, synthesize, and critically evaluate literature relevant to the specialization area. |
| General Exam (direct – student artifact) | Acceptable target: 90% of students are rated as evident or exemplary.Ideal target: All candidates will demonstrate learning outcome at least at an evident level and 50% of those rated as exemplary. | 1 student | 1 student | 100% | Meets expectation |
| SLO 3 - Using an appropriate theoretical basis, demonstrate the ability to formulate the method for a research study. |
| Proposal Defense (direct – student artifact) | Acceptable target: 90% of students are rated as evident or exemplary.Ideal target: All candidates will demonstrate learning outcome at least at an evident level and 50% of those rated as exemplary. | 1 student | 1 student | 100% | Meets expectation |
| SLO 4 - Demonstrate the ability to conduct independent research, including data analysis, interpreting the results, and writing a research manuscript. |
| Dissertation Defense (direct – student artifact) | Acceptable target: 90% of students are rated as evident or exemplary.Ideal target: All candidates will demonstrate learning outcome at least at an evident level and 50% of those rated as exemplary. | 1 student | 1 student | 100% | Meets expectation |
| SLO 5 - Demonstrate effective oral and written communication skills |
| General Exam, Proposal Defense, Dissertation Defense (direct – student artifact) | Acceptable target: 90% of students are rated as evident or exemplary.Ideal target: All candidates will demonstrate learning outcome at least at an evident level and 50% of those rated as exemplary. | 1 student | General Exam, Proposal Defense – 1 student | 100% | Meets expectation |
| SLO 6 - Outcomes 1 – 5 |
| Exit Survey (indirect) | Acceptable Target: 90% of students will identify outcomes 1-5 as extremely helpful, significantly helpful, or helpful.Ideal Target: 40% of students will identify outcomes as extremely helpful. | 1 student | 1 student | 100% | Meets expectation |
| **SLO 7** - Outcomes 1 – 5 |
| Professional Presentations and Publications during the Program of Study (indirect) | Acceptable Target (Presentations): 100% of doctoral graduates are expected to author or co-author a national or international presentation.Ideal Target (Presentations):100% of doctoral students are senior (first) authors on a research presentation at a national or international conference.Acceptable Target (Publications): 50% of doctoral graduates will have at least one co-authored research publication upon graduationIdeal Target (Publications): 80% of doctoral graduates will have at least one co-authored research publication upon graduation.*Data Source: School of Kinesiology Strategic Plan* | 1 student | 1 student | 100% | Meets expectation |

* Continue open houses for prospective doctoral students to learn about campus, faculty, and program expectations. Feature expectations to conduct independent research, write at a high level, and present work at peer-reviewed conferences.
* Advertise PhD openings on LinkedIn, NASSM, and other sport-related listservs.
* Require current and incoming doctoral students to attend both the annual Graduate School and Kinesiology orientations at the beginning of the year.
* Provide oral presentation opportunities for students in graduate and undergraduate classes supervised by their advisor.
* Provide opportunities for students to lead projects and teach classes (i.e., on-campus and online) to demonstrate critical thinking and problem-solving skills.
* Provide feedback to students in their coursework on their ability to demonstrate critical thinking and problem-solving skills. This will be assigned based on their research area and may make use of simulations and/or case studies.
* Encourage participation in sponsored workshops provided by professional member societies regarding the development of problem-solving skills and critical thinking.
* Participate in revived Southern Sport Management Doctoral Granting Programs annual meeting. LSU hosted in March 2025 with great success.
* Required doctoral students to serve as corresponding author on journal article and conference presentation submissions.

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2024-2025

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| **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** |
| OEG 1 - To maintain commitment to the University’s mission and the mission of the Sport Administration/Sport Management program. |
| Employ faculty who are excellent teacher-scholars, nationally competitive in research and creative activities. | Faculty will publish in top ranked journals and make presentations both internationally and nationally.100% of tenure-track faculty will complete 2 presentations and/or publications annually. | The current faculty recorded a significant number of publications in top ranked journals in the field such as: Journal of Business Research, Journal of Sport Management, Sport Management Review, Ohio History, Sport Marketing Quarterly, International Journal of Sports Marketing and Sponsorship, Communication & Sport, Journal of Emerging Sport Studies, Journal of Mississippi History, Journal of Applied Sport Management, Journal of Athlete Development and Experience, Journal of Sport and Social Issues, Leisure Sciences, Journal of Issues in Intercollegiate Athletics, Case Studies in Sport Management, Journal of Intercollegiate Sport15+ presentations (national and international top-tier academic conferences). Examples include that NASSM, CSRI, ASMA, EASM, COSMA, SMA  | Exceeds expectations |
| OEG 2 - Serve as a unifying force on campus. |
| Actively participate in campus life | Students will engage in campus activities. | The undergraduate and graduate program regularly participates in fairs sponsored by campus life, accepts and presents guest lectures to students and college employees. | Meets expectations |
| Faculty will be proactive in fostering a positive relationship between the athletic and academic communities. | Faculty will engage in fostering relationship with LSU Athletics. | Sport Management faculty (tenure-track and professional practice) participate in seminars with the Cox Communications Academic Center for Student Athletes such as Major Decisions Symposium. We also support and assist LSU Athletics employees’ pursuit of graduate degrees.The profession practice professors are engaged in recruiting efforts with LSU Athletics. | Meets expectations |

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| OEG 3 - Accept assessment as an important vital tool to ensure the program is meeting goals. |
| Reporting | The assessment coordinator will report data annually. | Sport Administration/Management annual assessment data are maintained in Task Stream at the Office of Assessment and Evaluation. | Meets expectation. |
| OEG 4 - Provide opportunities for undergraduate and graduate student professional growth. |
| Research Opportunities | Graduate students in the Ph.D. program will publish in top ranked journals and make presentations both internationally and nationally.100% of doctoral students will complete at least one presentation or accepted publication.  | All returning doctoral students either published or had papers accepted in journals. Multiple presentations (i.e., over 10) were collectively made at national and international conferences such as: CSRI, NASSM, and ASMA. | Exceeds expectations |
| Professional development activities | Opportunities for professional development. | There are several in-service opportunities for graduate students hosted by the SOK or university graduate school. | Meets expectations |
| Volunteer work opportunities | Students will engage in opportunities that enhance the community. | The undergraduate and graduate students have volunteered for work/athletic events on-campus, bowl games in New Orleans, and in their own hometowns.The undergraduate students complete mini-internships (KIN 2999) during the fall, 2024 and spring, 2025. The Sport Administration Association (SAA) continued to have guest speakers. | Meets expectations |
| OEG 5 - To continuously improve teaching, learning and research productivity. |
| Demonstrate through faculty teaching evaluations and course elective offerings. | Faculty will demonstrate productivity in teaching, learning and discovery. | Teaching evaluations were above 4.0 for the 2024-2025 academic year. | Meets expectations. |
| Demonstrate through faculty publications and presentations; | Faculty will publish in top ranked journals and make presentations both internationally and nationally. | See OEG 1 | Exceeds expectations |
| OEG 6 - To explore, nurture and strengthen partnerships with community and area sport organizations and businesses. |
| Input from Advisory Board | Commit to an annual meeting with advisory board. | Hold an annual meeting with Advisory Board in the fall. Will meet to receive input for additions to the curriculum and on addressing ethical and diversity issues. The Advisory Board was formally established in 2024, and the inaugural meeting was held that same year.**Advisory Board Members:**-Carl St. Cyr, Associate Director of Player Personnel, LSU Football-William Deede, Senior Director of Event Operations and Community Relations, GNSF-Ronnie Rantz, CEO, Louisiana Sports Hall of Fame; Owner, Baton Rouge Rougarou-Shaeeta Williams, Director of Community Engagement, LSU Athletics*Note: While the initial meeting was conducted, only one advisory board member was able to attend, along with four faculty members. Due to limited participation, this activity was rated as “Below Expectation.” We anticipate more robust engagement in future meetings as the board becomes more established.* | Below Expectation |
| Data on partnerships (internships, volunteer opportunities; both formal and informal) | Students and faculty will explore, nurture and strengthen partnerships with the community. | Internship sites:LSU Athletics (various teams and departments), LSU Recreation, LSU Residential Life, Baton Rouge Recreation, Baton Rouge Soccer, etc. Many out-of-state internships in over 29 states. | Meets expectations. |