

B.S. Sport Management SLO Matrix - Academic Year 2023 – 2024

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.	135	111	82%	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	3. Exceeds expectations
Indirect Measure 2: SPMT440 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	391	315	81%	1. Does not meet
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.	209	150	72%	2. Meets 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.	237	159	67%	1. Does not meet 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	3. Exceeds expectations
Indirect Measure 2: SPMT316 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	370	310	84%	1. Does not meet expectations
SLO 3: Appraise sociological, historical, political, and philosophical aspects of sport.					
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.	110	83	75%	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	3. Exceeds expectations
Indirect Measure 2: SPMT279 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	407	347	85.2%	1. Does not meet expectations
SLO 4: Examine ethical practices, procedures, and decision-making models used in sports management professions.					

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 1: SPMT326 Week 8 Signature Assignment-Code of Ethics	More than 70% of students will score better than 85% on the assignment.	165	139	84%	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	3. Exceeds expectations
Indirect Measure 2: SPMT326 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	331	280	85%	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.	112	89	79%	2.Meets expectations
Direct Measure 2: SPMT410 Week 7 Finance Analysis	More than 70% of students will score better than 85% on the assignment.	119	98	82%	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	3. Exceeds expectations
Indirect Measure 2: SPMT410 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	275	223	81%	1.Does not meet
SLO 6: Analyze the dimensions of specific sport marketing plans and strategies.					
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.	156	130	83%	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	3. Exceeds expectations
Indirect Measure 2: SPMT213 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	445	376	85%	1.Does not meet expectations

M.S. Sport Management SLO Matrix - Academic Year 2023 – 2024

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.	84	76	90%	3.Exceeds 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	3. Exceeds expectations
Indirect Measure 2: SPMT620 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	131	103	79%	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.	58	55	95%	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	3. Exceeds expectations
Indirect Measure 2: SPMT601 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	224	189	84%	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.	90	86	96%	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	3. Exceeds expectations
Indirect Measure 2: SPMT610 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	214	173	81%	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: SPMT502 Week 8 Signature Assignment–Strategic Plan	More than 70% of students will score	144	127	88%	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	3. Exceeds expectations
Indirect Measure 2: SPMT609 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	340	294	87%	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.	104	97	93%	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	3. Exceeds expectations
Indirect Measure 2: SPMT608 End-of-Course Survey	Better than 90% agree or strongly agree that they are prepared	285	235	83%	1. Does not meet expectations

B.S. Esport SLO Matrix - Academic Year 2023 – 2024

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.	23	16	70%	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.	13	11	85%	2.Meets 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	4.Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT205 (Business of Esports) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	NA	NA	NA	4.Insufficient data – survey integrated into courses in May 2023, will have full data set in 2024
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4.Insufficient data, only 2 students have completed internship thus far
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.	53	42	68%	1.Does not meet expectations
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	4.Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT310 (Policy Regulations, and the	More than 80% agree or strongly agree	NA	NA	NA	4.Insufficient data – survey

Esport Industry) End-of-Course Survey	that they are prepared				integrated into courses in May 2023, will have full data set in 2024
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4.Insufficient data, only 2 students have completed internship thus far
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.	17	16	94%	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	4.Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT201 (Esports Events and Facilities) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	NA	NA	NA	4.Insufficient data – survey integrated into courses in May 2023, will have full data set in 2024
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4.Insufficient data, only 2 students have completed internship thus far
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.	13	11	85%	3.Meets 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	4.Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT201 (Contemporary Issues in Esport) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	NA	NA	NA	4.Insufficient data – survey integrated into courses in May 2023, will have full data set in 2024

Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4. Insufficient data, only 2 students have completed internship thus far
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.	NA	NA	NA	4. Insufficient data – only one student has completed the course
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.	13	10	77%	2. Meets 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	4. Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT 340 (Esports Media and Production) End-of-Course Survey	More than 80% agree or strongly agree that they are prepared	NA	NA	NA	4. Insufficient data – survey integrated into courses in May 2023, will have full data set in 2024
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4. Insufficient data, only 2 students have completed internship thus far
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.	14	12	86%	2. Meets 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.	13	11	85%	2. Meets 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	4. Insufficient data – survey created in 2023, will have data in 2024
Indirect Measure 2: ESPT 320 (Esports Player	More than 80% agree or strongly agree	NA	NA	NA	4. Insufficient data – survey integrated into

Development) End-of-Course Survey	that they are prepared				courses in May 2023, will have full data set in 2024
Indirect Measure 3: Externship Supervisor Evaluation	More than 80% agree or strongly agree that they are prepared in this area	NA	NA	NA	4. Insufficient data, only 2 students have completed internship thus far

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:

SPORT MANAGEMENT

Direct Measures:

At the graduate level, our students met or exceeded expectations for direct measures corresponding to all SLOs. At this time there are no direct measures where we are on the cusp.

At the undergraduate level we did not meet expectations for SLO2 – Direct Measure 2 – SPMT200, with only 67% of students successfully scoring an 85% on their assignment. The average grade on the assignment was a 78%, with 11% of the assignments being zeros. This leads us to consider two things, the students who are not completing the assignment at all and the students are unsuccessfully completing the assignment. To address the latter, we are completing a major revision on this course including the integration of an eTextbook. We believe that this will help structure the course (and it was requested by students in their end of course survey data). To address the former, the faculty member revising the course is working to add additional tools and resources to the course to help prepare the student for major coursework as this is their first major course.

All other direct measures at the undergraduate level noted students meeting or exceeding expectations.

Indirect Measures:

We did not meet expectations for any of the indirect measures utilizing the SPMT End of course survey, though more than 80% of students agreed or strongly agreed that they felt proficient in the majority these learning areas – with the exception of leadership and management skills at the graduate level. Because of this, we will change the metric in 2025 to 80%. We believe that this adequately represents meeting expectations in this area. Achieving a 90% success rate would be highly successful and correspond with exceeding expectations. This will also help us to utilize the data more effectively, honing in on outcomes like leadership/management skills, finance and law, where students seem to perceive the greatest levels of weakness.

Stemming from this data (SLO1 – Indirect Measure) we have found that only 79% of students at the graduate level are confident in their leadership and management skills. This data coupled with student satisfaction index data identified this outcome as one to focus on. We were able to do so in the SPMT620 (Leadership & Management in Sport) course which underwent major revision in Q4 of 2023. The new version rolled out in early 2024 and we are hopeful that this will lead to improved end of course data reflecting additional student confidence in this area.

The success against the indirect measure utilizing End of Program survey was provided in aggregate from our AVP of Academic Insights and Success. The institution typically does not publicly report data with less than 10 responses to ensure student anonymity. At the graduate level 42 surveys were sent out with a 5% response rate. At the undergraduate level 54 were sent out with a 4% response rate. These are currently sent post-graduation, but we are in discussions

to add messaging in the capstone courses in both programs about being on the lookout for these surveys.

ESPORTS

Direct Measures

With the exception of the direct measure assessing SLO2, all other SLOs were met. SLO2 requires the examination of ethical issues in esport and is measured through a diversity related assignment in the ESPT 201 Course (Contemporary Issues in Esport). This course is scheduled for major revision in Q4 and one of the items to be addressed is course assignments. The course currently only has two major assignments and it is likely that scaffolding assignments will need to be added to help students better understand the content, thus being more successful on the assignment used as a direct measure.

Indirect Measures

There is not yet enough data to indirectly measure the program outcomes. We have implemented an End of Program survey for Sport Management in May along with end of course surveys. As such, a full year of data from these measures will be available in May of 2025.

Program-Level Operational Effectiveness Goals Matrix Academic Year 2023-24

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%	60.9%	2. Meets expectation
B.S. Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	51.85%	2. Meets expectations
M.S. Measure 1: Retention measured by 6–12-month student return (student progression summary)	60%	82.1%	2. Exceeds expectations
M.S. Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	60%	2. Meets expectation
B.S. Esport Measure 1: Retention measured by 6–12-month student return (student progression summary)	60%	56.3%	1. Does not meet expectations
B.S. Esport Measure 2: Retention measured by persistence to 6 th course (student progression – first term)	50%	15.38%	1. Does not meet expectations
Goal 2: Faculty teaching effectiveness.			
B.S. Measure: Faculty Effectiveness Index (FEI) – metric replaces EOC survey data	Index score of at least 85	94.8 (last 12 mo. – data collection for this new metric began in May 2023)	3. Exceeds expectation
M.S. Measure: Faculty Effectiveness Index (FEI) - metric replaces EOC survey data	Index score of at least 85	93.3 (last 12 mo. – data collection for this new metric began in May 2023)	3. Exceeds expectations
B.S. Esport Measure: Faculty Effectiveness Index	Index score of at least 85	88.7 (last 12 mo. – data collection for this new metric began in May 2023)	2. Meets 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 – this Goal has been added for 2023-2024			
B.S. Measure – SSI Index	Index score of at least 85	93.42	3. Exceeds Expectations
MS Measure – SSI Index	Index score of at least 85	93.80	3. Exceeds Expectations
B.S. ESPT Measure – SSI Index	Index score of at least 85	90.63	3. Exceeds expectations
B.S Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	100% (n=2)	3. Exceeds expectations
M.S Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	100% (n=2)	3. Exceeds expectations
B.S ESPT Measure – EOP Survey	At least 80% very or completely satisfied (4 or 5) with Program	NA	Not enough data, only 1 graduate so far.

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.

For Goals 2, 3, and 4 we exceeded expectations. Our faculty are highly effective and professionally engaged. Our students are satisfied with both the Sport Management and Esports programs. As noted above, we would like to increase the number of responses for the EOP survey in order to have additional data points to reference. However, we are able to dig into the FEI and SSI data at a granular level in order to determine which areas may need focus. At this time, Course Relevance is the lowest SSI category for Esport, which makes sense as about half of the students taking the lower level courses are not esport majors. When removing non-majors the score increases. That said, it has been a focus point with our faculty and within the course revision process to help students make the connections between course content and the career field. This is also the lowest category for both the undergraduate and graduate sport management programs, however the margin is not quite so significant and both would be ‘meeting expectations’ based on that category alone.

As for the FEI scores, our faculty are knocking it out of the park. We average significantly higher Faculty Engagement Index scores than any other school in aggregate.

Goal 1 – Our retention rates for the Sport Management programs are looking good, particularly the Master’s program which has seen a significant increase in retention since 2022. Our Esport retention rates are not where we would like them to be. One challenge 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. Many students take the introductory courses and then do not complete the degree. The overall retention rate is

more inline with expectations, but this is an ongoing consideration for the esport program particularly as our military population makes up the majority of our student population.

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 Accrerator(s): Commission on Sport Management Accreditation (COSMA)
Institutional Accrerator: Higher Learning Commission (HLC)
Date of Next Comprehensive Program Accreditation Review: 2030
Date of Next Comprehensive Institutional Accreditation Review: 2030-2031
URL where accreditation status is stated: <https://www.apus.edu/about/accreditation>

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

Sports Management - BS

1. Graduation Year: 2023 # of Graduates: 92 Graduation Rate: NA
2. Average Time to Degree: 4-Year Degree: 4.009 5-year Degree NA
3. Annual Transfer Activity (into Program): Year: 2023
of Transfers: 112 Transfer Rate: 18.5%
4. Graduates Entering Graduate School: Year: 2023
of Graduates: 92 # Entering Graduate School: 21
5. Job Placement (if appropriate): Year: NA
of Graduates: NA # Employed: NA

Esports - BS

1. Graduation Year: 2023 # of Graduates: NA Graduation Rate: NA
2. Average Time to Degree: 4-Year Degree: 4.009 5-year Degree NA
3. Annual Transfer Activity (into Program): Year: 2023
of Transfers: 24 Transfer Rate: 26.97%
4. Graduates Entering Graduate School: Year: NA
of Graduates: NA # Entering Graduate School: NA
5. Placement (if appropriate): Year: NA
of Graduates: NA # Employed: NA

APUS does not place graduates in employment. Career Services support is provided, but APUS does not take an active role in placement. The esports program is new and had its first graduate in February of 2024.