

Dashboard Data			
Total Sport Management Undergraduate Enrollment (majors, minors, tracks, concentrations)	347 majors + 29 minors = 376 total		
Total Sport Management Master's Enrollment (majors, minors, tracks, concentrations)	NA		
Total Sport Management Doctoral Enrollment (majors, minors, tracks, concentrations)	NA		
Percentages of female and male majors (separate out undergraduate, master's and doctoral)		Number	Percentage
	# Female =	51	14.7%
	# Male =	296	85.3%
Student Demographics: Number of Students by race/ethnicity (separate out undergraduate, master's and doctoral)		Number	Percentage
	# African American/Black	12	3.5%
	# American Indian/ Alaskan Native	0	
	# Asian	2	0.6%
	# Caucasian/White	247	71.2%
	# Hispanic/Latinx	24	6.9%
	# Native Hawaiian/ Pacific Islander	0	
	# Two or more races	3	0.9%
	# Unknown	51	14.7%
	# Non-Resident Alien	8	2.3%
Student: Faculty Advising Ratio	University of Tampa: 2020-21 Stu:Fac Ratio is 17:1 Based on: 8897 students to 531 faculty Department of Sport Management 376 students to 7 faculty = 54:1		
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty		#	Percentage
	Full-time faculty	6	85.7%
	#Tenured faculty	2	33.3%
	#Tenured track faculty	2	33.3%
Total Number of Part Time/Adjunct Sport Management Faculty		#	Percentage
	Adjunct. #PT faculty	1	14.29%
Ratio of Male and Female Faculty		Number	
	#Female Faculty	1	
	#Male Faculty	6	
Faculty Demographics: Number of Faculty by race/ethnicity		#	Percentage
	# African American/Black.		
	# American Indian/ Alaskan Native		
	# Asian		
	# Caucasian/White.	7	100%
	# Hispanic/Latinx		
	# Native Hawaiian/Pacific Islander		
# Two or more races			
# Unknown			

Student Learning Outcomes Matrix - Academic Year 2020 – 2021

The following table includes the results of the **2019-2020** data gathering and analysis. **Included in this table are the VERY MINIMAL DATA for the 2020-2021 year (and if missing) in purple.**

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 (i.e., average score)	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
SLO 1. Demonstrate an understanding of the basic concepts and issues related to the following sport management content areas: media relations, financial issues, stadium and arena management, marketing and fundraising, legal issues and risk management, administration and management, sales, venue and event management, and social issues					
Measure 1 – Post tests were given to upperclassmen of the Sport Management program	75% average across all disciplines on the post-test	n=9, F19 Spring, 2020 – NO DATA	n/a; average score was taken	-Avg. score = 47.7%	4 2020-21 Not available
Measure 2 – Pre-Post tests were given to underclassmen and upperclassmen	Evidence of significant improvement from pre-test to post-test (i.e., sig difference b/t groups 1 and 2) THIS IS NOT APPROPRIATELY MEASURED AND WILL BE UPDATED IN THE 2021-2022 YEAR	FALL 2019 ONLY n=67 pre n=9 post	n/a; pretest/posttest comparison test was given	-Average score Pre=24.2% Post=47.7%	4 2020-21 Not available

Measure 3 - Internship supervisor evaluations of student job knowledge (see Appendix B question 1)	A score of 4 out of 5 on job knowledge measure	N=80	n/a; average score was taken	-Average score 4.34	2020-21 Not available
Measure 4 - Student internship exit surveys (see Appendix C questions 7 and 11)	A score of 5 out of 7 for each question on the exit survey	n=68 Fall 2020, n=32 Spring 2021, n=51 TOTAL=83	n/a; average score was taken	-Average score for Q7 =6.29 -Average score for Q11 =6.56 2020-21 – Avg. Score for Q7=6.32 Q11=5.95	3
SLO 2. Demonstrate critical thinking and problem solving skills as they relate to issues faced by sport industry professionals.					
Measure 1 – Rubric used for student groups in the class, SPM 491 and put forth presentations displaying critical thinking skills (see Appendix D)	A score of 8 of 12 is considered satisfactory	INCOMPLETE DATA FOR 2019-2020 Fall 2020 n=16 Spring 2021 n=54	n/a; average score was taken	Fall 2020=7.5 Spring 2021=6.96	4 2
Measure 2 - Internship supervisor evaluations of critical thinking and problem solving (see Appendix B question 8)	A score of 4 out of 5 for critical thinking and problem solving	n=80	n/a; average score was taken	-Average score, = 4.34	2 2020-21 Not available

Measure 3 - Student internship exit surveys (see Appendix C question 2)	A score of 5 out of 7 on question 2	n=68 Fall 2020, n=32 Spring 2021, n=51 TOTAL=83	n/a; average score was taken	-Average score =6.31 Avg Score 2019-20 = 6.19	3
SLO 3. Demonstrate effective use of verbal and written communication skills					
Measure 1 - Student internship exit surveys (see Appendix C question 3 and 4 [oral communication], and 5 and 6 [written communication])	An average score of 5 out of 7 Fall 2020, n=32 Spring 2021, n=51 TOTAL=83	n=68	n/a; average score was taken	-Average score, Q3=6.44 Q4=6.59 Q5=6.03 Q6=6.43 Q3=6.35 Q4=6.48 Q5=6.05 Q6=6.34	3
Measure 2 – Internship supervisor evaluations of communication (see Appendix B question 9)	A score of 4 out of 5	n=80	n/a; average score was taken	-Average score, = 4.35	3 2020-21 Not available
Measure 3 - Oral presentation from research project in class, SPM 491 via rubric (see Appendix E)	The benchmarks established for this goal were a score of 8 on a 10 point scale for the verbal communication	INCOMPLETE DATA FOR 2019-2020 Fall 2020 n=16 Spring 2021 n=54	n/a; average score was taken	N/A Fall 2020=9.25 Spring 2021=9.30	4 3

<p>Measure 4 – Written assignment from research project in class, SPM 491 via rubric (see Appendix F)</p>	<p>The benchmarks established for this goal were a score 9 on a 12 point scale for writing</p>	<p>INCOMPLETE DATA FOR 2019-2020</p> <p>Fall 2020 n=16 Spring 2021 n=54</p>	<p>n/a; average score was taken</p>	<p>Fall 2020=10.75 Spring 2021=10.28</p>	<p>4 3</p>
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SLO 4. Demonstrate a familiarity with social and ethical issues relevant to the sport industry, while understanding how these issues in sport management relate to diverse populations

<p>Measure 1 – Fall 2019 - Data was collected in SPM 412: Principles of Administration in Sport through a case study asking students to analyze the hiring of an NCAA FBS football coach. Ethical reasoning was assessed via a rubric (see Appendix G)</p> <p>Spring 2020 – No Rubric Used and different case studies due to COVID-19 (See attachments)</p>	<p>An average score of 7 out of 10 on the ethical analysis component of assignment rubric was established as a benchmark for goal attainment</p>	<p>Fall 2019; n=44 Spring 2020 n=49</p> <p>Fall 2020; n=46 Spring 2021 n=38</p>	<p>n/a; average score was taken</p>	<p>-Average score, Fall 2019 = 8.05 -Average score, Spring 2020 = 10/10</p> <p>Fall 2020 = 9.1 Spring 2021 = 8.5</p>	<p>2 3</p>
<p>Measure 2 – Internship supervisor evaluations of ethical behavior (see</p>	<p>An score of 4 out of 5 was used as a benchmark</p>	<p>n=80</p>	<p>n/a; average score was taken</p>	<p>-Average score, =4.66</p>	<p>2 2020-21 Not available</p>

Appendix B question 7)	for goal attainment				
Measure 3 – Student internship exit surveys (see Appendix C question 8 & 9)	A score of 5 out of 7 for each question on the exit survey.	n=68 Fall 2020, n=32 Spring 2021, n=51 TOTAL=83	n/a; average score was taken	-Average score for Q8, = 6.37 -Average score for Q9, = 6.16 2020-21 Q8= 5.99 2020-21 Q9= 5.87	3
SLO 5. Demonstrate an awareness of the various sport industry segments, while being prepared for a career in the sport industry.					
Measure 1 - Internship supervisor evaluations of student professional development (see Appendix B, quality of work Q2, quantity of Work Q3, initiative Q4, Responsibility Q5, cooperation Q6, and attendance Q10)	A benchmark of a 4 out of 5 score on each professional development measure	n=80	n/a; average score was taken	Average score: Q2 = 4.44 Q3 = 4.48 Q4 = 4.4 Q5 = 4.54 Q6 = 4.66 Q10 = 4.66	3 2020-21 Not available

<p>Measure 2 - Student internship exit surveys (see Appendix C question 10 & 12)</p>	<p>A score of 5 out of 7 on both questions, respectively</p>	<p>n=68 Fall 2020, n=32 Spring 2021, n=51 TOTAL=83</p>	<p>n/a; average score was taken</p>	<p>-Average score for Q10 = 6.53 Q12 = 6.56 2020-21 Q10 = 6.51 2020-21 Q12 = 6.53</p>	<p>3</p>
<p>Measure 3 - Student internship portfolios (detail of weekly work log, see Appendix H)</p>	<p>The established benchmark of a 2 out of 3 score on the professional development measure of work log detail</p>	<p>n/a</p>	<p>n/a; average score was taken</p>	<p>-n/a</p>	<p>2020-21 Not available</p>