Program-Level Operational Effectiveness Goals Matrix

Academic Year 2023-24

|  |  |  |  |
| --- | --- | --- | --- |
| **Identify Each Operational Effectiveness Goal and Measurement Tool(s)** | **Identify the Benchmark (e.g., 80% will achieve a rating of 5)** | **Data Summary** | **Assessment Results:**  **Does not meet expectation**  **Meets expectation**  **Exceeds expectation**  **Insufficient data** |
| **OEG 1** – Expand academic offerings/programs and enhance existing programs to reflect current and future market demands. | | | |
| Develop new course offerings | --- | New courses in e-sports, professional development have been added | Meets expectation |
| Develop new concentrations | --- | Developing new concentrations in sport media and sport leadership | Insufficient data |
|  |  |  |  |
| **OEG 2** - Enhance student success by providing increased student-focused professional development activities. | | | |
| Launch professional development course | Course offered and in rotation for spring semesters | Complete; offered for first time in Spring 2024 | Meets expectation |
| Refine student exit survey | Review annually and increase participation rate | Complete; launched in summer 2023 | Meets expectation |
| Increase the exposure for students to sport management professionals in the classroom | At least six during the year | In progress | Insufficient data |
|  |  |  |  |
| **OEG 3** - Enhance marketing and alumni relations activities. | | | |
| Increase connections with sport orgs, dept. advisory board | Minimum number of new contacts per semester | Ongoing | Insufficient data |
| Enhance SMT/SEM marketing materials and website presence | Review annually and add/revise accordingly | Ongoing | Insufficient data |
|  |  |  |  |
| **OEG 4** - Increase student persistence rate (years 1-2) to 90%, and degree completion rate (5-year) to 75%. | | | |
| Increase student retention | AY22/23 Goal: 90%              Results: 70% | Ongoing | Does not meet expectation |
| Increase student degree completion rate | AY22/23 Goal: 75%            Results: 59.3% | Ongoing | Does not meet expectation |
|  |  |  |  |
| **OEG 5** - Expand the number of applied learning opportunities through enhanced partnerships with business and service providers, and, through the establishment of university supported experiential-based specialty programs. | | | |
| Increase connections with local and regional sport orgs. | Minimum of 5 new connections per year | Ongoing | Insufficient data |
| Create and launch career night event | Increase number of attendees | Complete; Expand each year to include more organizations | Meets expectation |