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  |