

Program-Level Operational Effectiveness Outcomes Matrix 2021-2022

Operational Effectiveness Goal	Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
OEG 1: Demonstrate excellence in teaching			
Measure 1: Student Ratings of Instruction scores (direct)	Goal is 100% of full-time faculty average of 4.5 or above.	All four full-time and four affiliate faculty members averaged 4.5 or above on the Student Ratings of Instruction	Meets expectation
Measure 2: Student comments on open-ended faculty evaluations and feedback from senior students on program SWOT analysis (indirect)	Goal is 80% of students list teaching as a program strength	92% of students listed teaching as a program strength	Meets expectation
OEG 2: Maintain meaningful professional development for Sport Management faculty			
Measure 1: Professional development activities including faculty research, publications, presentations, and attendance at professional conferences (direct)	Goal is a minimum of three professional development activities per faculty member per year	Two of four full-time faculty members met this goal. Covid cancelled multiple conferences and other professional development opportunities	Does not meet expectations

Measure 2: Faculty Reviews (indirect)	Goal is positive review letters (retention: Meets Standards) from Department Chair and/or Retention, Tenure, and Promotion Committee during review years.	All full-time faculty met the review standards for AY 2021-22	Meets expectation
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OEG 3: Enhance and increase community engagement			
Measure 1: Number of engagement projects / partnerships (direct).	Goal is at least three projects/partnerships per academic year	Successfully completed four engagement projects: *WISM panel *Future Legends Sports Complex *Arvada HS concurrent enrollment plans *Social media plans for SWOC	Meets expectation
Measure 2: Feedback from community partners (indirect).	Goal is 90% of community partners indicate that the outcomes of the event/partnership were met.	Post-project feedback was very positive for all projects.	Meets expectation
OEG 4: Provide students with opportunities for industry experience and professional growth through applied learning			
Measure 1: Number of field experience and internship placement sites (direct).	Goal is to maintain at least 30 quality placement sites	Even with COVID limitations, we were able to maintain more than 35 quality placements and even added new sites: USA Figure Skating, Inter Sports Management Agency, USA Cycling,	Meets expectation

		Future Legends Sports Complex	
Measure 2: Internship supervisor feedback regarding student performance (indirect)	Goal is 85% of students will receive a “yes” response to both statements in part IV of the evaluation.	96% of student supervisors replied “yes” to both parts	Meets expectation
Measure 3: Feedback on senior exit surveys (indirect)	Goal is 85% of students agree or strongly agree with statement regarding opportunities for industry experience	92% of students agreed or strongly agreed	Meets expectation

OEG #5: Provide a curriculum that is in line with industry expectations and adjust the curriculum as needed			
Measure 1: Feedback from SM Advisory Board on skills needed to succeed in the current industry (direct)	Goal is 90% of Board members agree that skills being taught to students are appropriate	At spring 2022 Advisory Board meeting, all (100%) of members in attendance (8 of 10) agreed that the skills on which our program focuses are appropriate.	Meets expectation
Measure 2: Documented changes in core courses / electives (direct)	Goal is a minimum of one course modification or one new elective every two academic years	After reviewing feedback from the past three years, the senior thesis was switched from a 5-chapter research paper to an industry appropriate white paper. The Collegiate Athletics course was modified and will move from an omnibus course to a regular elective course based on positive enrollment and feedback.	Meets expectation

		The measurement tool for SLO #6 was also updated and now requires students to create a 6 month social media campaign.	
Measure 3: SM curriculum review (indirect)	Goal is to complete a thorough curriculum review every two years.	A full review of the curriculum will happen summer 2022 in preparation for the COSMA self-study for reaffirmation.	Meets expectation
OEG 6: Effectively manage enrollment and retention			
Measure 1: Documented changes in SM program based on feedback from SWOT analysis provided by senior level SM students (direct)	Goal is a minimum of one modification to a program “weakness” (as identified by senior students) every year	In previous years, students cited lack of fulltime faculty as a weakness. This year, students noted having an additional fulltime faculty member as a benefit.	Meets expectation

Measure 2: Number of declared SM majors retained (direct)	Goal is to retain 70% of declared SM majors who have successfully completed HPS 2050 and HPS 2070	91.4%	Exceeds expectation
Measure 3: Number of incoming declared SM students (direct)	Goal is to maintain enrollment numbers	4 yr average is 70; In the 2021-2022 AY, only 47 declared their major when they initially registered or transferred. The actual number was 62.	Does not meet expectation

OEG 7: Achieve appropriate employment and continuing education placements.			
Measure 1: % of graduates working in the sport industry within 1 year of graduation.	75% is our target, however we do not have accurate data to use as a measure.	The following data is from Senior Exit surveys: “employed in sport industry at time of graduation” was 40% and via LinkedIn updates (68%).	Insufficient data
Measure 2: % of graduates enrolled in graduate school within 1-3 years of graduation.	10% of SM graduates will be enrolled in graduate studies within 1-3 years	18% of graduates from (2019-2021) are currently enrolled in or completed graduate degrees. 22% of 2022 graduates indicated that they plan to seek graduate education in the next 1-3 years. **data from survey responses	Exceeds expectation