

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

Operational Effectiveness Goal & tools	Benchmark	Data Summary	1. Exceeds expectations 2. Meets expectation 3. Falls below expectations 4. Insufficient data
<b>OEG 1: Demonstrate excellence in teaching</b>			
Measure 1: Student Ratings of Instruction scores	Goal is for faculty to average a score of 4.5 or above.	SRI scores for all full-time faculty met the goal	Meets
Measure 2: Student comments on open-ended faculty evaluations and feedback from senior students on program SWOT analysis	Goal is 80% of students list teaching as a program strength	“Teaching” was noted as a strength in 95% of the senior SWOT analyses (36/38)	Meets
<b>OEG 2: Maintain meaningful professional development for Sport Management faculty</b>			
Measure 1: Professional development activities including faculty research, publications, presentations, and attendance at professional conferences	Goal is a minimum of three professional development activities per/faculty/academic year	All full-time faculty met this goal	Meets
Measure 2: Faculty Reviews	Goal is positive review letters (retention: Meets Standards) from Department Chair and/or Retention, Tenure, and Promotion Committee during review years.	Dr. Kelly Evans was successfully retained for a 4 <sup>th</sup> year with positive review letters	Meets
<b>OEG 3: Enhance and maintain community engagement</b>			
Measure 1: Number of engagement projects / partnerships	Goal is at least three projects/partnerships per academic year	Students & faculty in the SM program participated in 5 community projects / partnerships including: SM3600	Exceeds

		marketing project with PointsBet & MSU Denver Athletics	
<b>OEG 4: Provide students with opportunities for industry experience and professional growth through applied learning</b>			
Measure 1: Number of field experience and internship placement sites	Goal is to maintain at least 30 quality placement sites	Program maintains over 40 quality placements including new placements with Future Legends, Volo, Blazer5 Gaming.	Exceeds
Measure 2: Internship supervisor feedback regarding student performance	Goal is 85% of students will receive a “yes” response to both statements in part IV of the evaluation.	100% met this goal	Meets
Measure 3: Feedback on senior exit surveys	Goal is 85% of students agree or strongly agree with statement regarding opportunities for industry experience	90% of students agreed with the statement	Meets
<b>OEG 5: Provide a curriculum that is in line with industry expectations and adjust the curriculum as needed</b>			
Measure 1: a. Feedback from SM Advisory Board on skills needed to succeed in the current industry.	Goal is 90% of Board members agree that skills being taught to students are appropriate.	100% (9/9) Advisory Board members present at spring meeting agreed. *Several members noted the need for refined written communication.	Meets
Measure 2: Documented changes in core courses / electives	Goal is a minimum of one course modification and/or one new elective every two academic years	Change to SM3650 Final Project & development of an Entrepreneurship course	Meets
<b>OEG 6: Effectively manage enrollment and retention</b>			
Measure 1: Number of incoming declared SM students	Goal is to maintain current average (past 2 yrs) incoming enrollment numbers. In 2022-23, the average was 65.	The number of incoming students declaring SM as a major in 2022 was 61.	Falls below

Measure 2: Number of declared SM majors retained	Goal is to retain 70% of declared SM majors who have successfully completed SM 2050 and SM 2070	In 2022-2023, the program retained 91%	Exceeds
<b>OEG 7: Enhance and increase employment and continuing education placements</b>			
Measure 1: % of graduates working in the sport industry within 1 year of graduation	Goal is to be set after current numbers can be determined.	Need to increase survey responses rates	Insufficient data
Measure 2: % of graduates enrolled in graduate school within 1-3 years of graduation	Goal is 10%	At the end of the self-study year, 45% indicated they have plans to attend graduate school in 1-3 years. 10.5 % (4/38) were enrolled in a graduate program at the time of graduation.	Exceeds