

Program-Level Operational Effectiveness Goals Matrix 2024-25

Operational Effectiveness Goal & tools	Benchmark	Data Summary	1. Exceeds expectations 2. Meets expectation 3. Falls below expectations 4. Insufficient data
OEG 1: Demonstrate excellence in teaching			
Measure 1: Student Ratings of Instruction scores	Goal is average 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 96% of the senior SWOT analyses	Meets
OEG 2: Maintain and if possible, increase meaningful professional development for Sport Management faculty			
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.	Successful 3 rd year review for one Assistant Professor, successful retention of one full-time Assistant Professor, successful promotion of one Assistant to Associate Professor	Meets
OEG 3: Maintain and if possible, increase community engagement			

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: a marketing project with Colorado Mammoth & a project with Women's Elite Rugby.	Exceeds
OEG 4: Provide students with applied learning opportunities.			
Measure 1: Number of opportunities in the SM curriculum	Goal is at least one opportunity in each required course & a minimum of 30 quality site placements	All SM required courses offer at least one applied learning opportunity. The SM Program maintains over 40 quality placements, including new placements with USA Taekwondo and Project Sol Flower.	Exceeds
Measure 2: Feedback on senior exit surveys	Goal is 85% of students agree or strongly agree with statement regarding opportunities for industry experience	95% of students agreed with the statement	Meets
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	Goal is 90% of Board members agree that skills being taught to students are appropriate	100% (8/8) Advisory Board members present at the spring meeting agreed.	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	New elective course: Sport Sustainability	Meets

OEG 6: Maintain and if possible, increase enrollment and retention of SM students			
Measure 1: Number of incoming declared SM students	Goal is to maintain current average (past 2 yrs) incoming enrollment numbers. In 2023-25, the average was 104.	The number of incoming students declaring SM as a major in 2024-25 was 189.	Exceeds
Measure 2: Number of declared SM majors retained	Goal is 70% of declared SM majors who have successfully completed SM 2050 and SM 2070	In 2024-2025, the program retained 84%.	Exceeds
OEG 7: Maintain and if possible, increase employment and continuing education placements of SM students			
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.	16/30 (53%) of 2024-25 graduates had a job in the industry at the time of graduation.	Insufficient data for year after graduation
Measure 2: % of graduates enrolled in graduate school within 1-3 years of graduation	Goal is 10%	17/30 (57%) indicated they have plans to attend graduate school in 1-3 years. 6/32 (19%) were enrolled in a graduate program at the time of graduation. We are working on a survey to more accurately assess how many enroll in graduate school in the 3 years after graduation.	Exceeds

Summary of Operational Effectiveness Goals:

Overall, we are pleased that we met all Operational Effectiveness Goals. We are especially pleased with our retention numbers for majors after completing their first two classes in our program: (84%).

OEG 7: *Maintain and if possible, increase employment and continuing education placements of SM students.* There was insufficient data to assess the % of graduates working in the sport industry within 1 year of graduation. However, we have experienced a steady increase in students planning to attend graduate school 1-3 years after graduation. In fact, 57% (17/30) of our 2024-25 graduates indicated their desire to further their education. This is a 1% increase from last year. We will continue to explore ways to increase survey response rates and methods to track employment and entrance to graduate school.