

Program-Level Operational Effectiveness Goals Matrix

Metropolitan State University of Denver — Sport Management Program — Academic Year 2025–2026

Program-Level Operational Effectiveness Goals Matrix, Academic Year 2025–2026

Operational Effectiveness Goal and Measurement Tool	Benchmark	Data Summary	Assessment Result
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 93% of the seniors' evaluations and SWOT analyses (40/43).	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 per 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. Logan Schuetz successfully received tenure and promotion to Associate Professor. Dr. Jay Martyn successfully retained for a 3rd year with positive review letters. Dr. Lincoln Davie was successful with post-tenure review with positive review letters.	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 and faculty participated in at least seven community projects/partnerships, including an SM3600 marketing project with The Recess App, MSU Denver Athletics, Ticketmaster, Denver Performing Arts Complex, Gold Crown Foundation, Denver Nuggets, and Colorado Avalanche.	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 and a minimum of 30 quality site placements.	All SM required courses offer at least one applied learning opportunity. The SM program maintains over 50 quality placements, including new placements with the front office personnel at the Denver Nuggets.	Exceeds
Measure 2: Feedback on senior exit surveys	Goal is 85% of students agree or strongly agree with statement regarding opportunities for industry experience.	89% of students agreed with the statement (33/37).	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 content knowledge and skills needed to succeed in the current industry	Goal is 90% of Board members agree that content and skills being taught to students are appropriate.	100% (12/12) of Advisory Board members present at the spring meeting agreed. The Advisory Board increased from 9 to 12 members.	Exceeds
			Meets

Operational Effectiveness Goal and Measurement Tool	Benchmark	Data Summary	Assessment Result
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 SM4600 Final Project; redevelopment of SM 4350 Sport Analytics and SM 4860.	
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 the current average (past 2 years) incoming enrollment numbers. The previous average for 2023–24 (104) and 2024–25 (189) was 147.	The number of incoming students declaring SM as a major in 2025–26 was 203.	Exceeds
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 2025–26, the program retained 88%.	Exceeds
OEG 7 — Maintain and, if possible, increase employment and continuing education placements of SM students			
Measure 1: Percent 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.	Insufficient data
Measure 2: Percent of graduates enrolled in graduate school within 1–3 years of graduation	Goal is 10%.	At the end of the self-study year, 54% indicated plans to attend graduate school in 1–3 years; 10.8% (4/37) were enrolled in a graduate program at the time of graduation.	Exceeds

Operational Effectiveness Goals Required Narrative

Overall, we are pleased to report that we met or exceeded all seven Operational Effectiveness Goals. We are especially pleased with our retention of majors after completing their first two program courses (88%, up from 84% the prior year) and with continued growth in community engagement and applied learning placements, which now exceed 50 quality site placements including new partnerships with the Denver Nuggets.

Two goals warrant additional comment. For OEG 6 (enrollment and retention), we recalibrated the Measure 1 benchmark this year to reflect a rolling two-year average of incoming declared majors (previously 189); incoming declarations reached 203 in 2025, exceeding the goal. Because this benchmark is designed as a moving average, we will continue to update it annually rather than hold it fixed, ensuring it remains a meaningful target as the program grows.

For OEG 7 (employment and continuing education placements), Measure 2 was exceeded, with 54% of graduates indicating plans to pursue graduate education within one to three years and 10.8% enrolled at the time of graduation. Measure 1, the percentage of graduates working in the sport industry within one year, again returned insufficient data due to low post-graduation survey response rates. As corrective action, we are prioritizing improved survey collection methods to capture one-year-out employment data, after which we will establish a firm benchmark for this measure.