

Program-Level Operational Effectiveness Goal Matrix Academic Year 2022-23

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: <i>Does not meet expectation</i> Meets expectation Exceeds expectation Insufficient data
OEG 1 - To optimize undergraduate enrollment and retention			
Measure 1: Graduation/ Retention Rates/Job Placement	Eighty percent (80%) of the seniors enrolled during the 2022-2023 academic year will graduate from the sport management program.	Graduation rates will be available by mid- November fall 2023.	Insufficient data
Measure 2: Senior Exit Interview	Eighty percent (80%) of the students will indicate they were prepared to apply critical thinking skills to solve problems and make managerial decision through the integration of theory and practice.	Eighty-eight (88%) percent of the students responded that they were extremely (63%) or very (25%) prepared. (See Appendix C)	Meets Expectation
OEG 2: To maintain COSMA Accreditation			
Measure 1: COSMA Annual and Public Disclosure Reports	Submit reports by or before July 31 and upload Public Disclosure report to SRU website by or before December 31 st each year.	Submitted COSMA Annual and Public Disclosure Reports on July 31, 2023.	Meets Expectation
Measure 2: COSMA Reaffirmation of accreditation Self-study and Site-Visit	Submit self-study Fall 2025 and conduct site visit spring 2026.	First reaffirmation of accreditation self-study was submitted, and site visit was conducted during the spring 2018 semester.	Meets Expectation Completed until 2025
OEG 3: To maintain and establish relationships with sport organizations.			
Measure 1: Internship Placement	Ninety (90%) percent of SPMT students will be placed in internships during senior seminar.	94 percent (94%) of SPMT students during fall 2022 and spring 2023 semesters were placed in internships. (See Appendix C)	Meets Expectation
Measure 2: Alumni Advisory Board	Sport Management Alumni Advisory Board (SMAAB) will meet twice during the academic year to provide feedback about SPMT program and curriculum.	SMAAB held Zoom meetings during spring 2023 semester.	Does Not Meet Expectation

OEG 4: Explore the feasibility of adding a graduate degree program.			
Measure 1: System Redesign/Graduate Program.	Implement the integration strategy and determine the likelihood of adding a graduate program.	The PASSHE proposed integration strategy to improve operations and academic programming at six universities was approved on July 14, 2021, and will be implemented during July 2021-August 2022. SRU was not one of the merged six universities.	Does Not Meet Expectation COMPLETED 2022
Measure 2: University approval to add graduate program.	Reexplore the development of a graduate program proposal for approval.	The decision to develop a graduate program has been delayed due to proposed integration strategy. The Sport Management Department will revisit this concept during the 2025-2026 academic year.	Does Not Meet Expectation
OEG 5: To increase faculty resources.			
Measure 1: University Approval to hire faculty	Develop request/proposal to hire faculty.	A request to hire a temporary full time faculty proposal was submitted and approved during spring 2023. A proposal request to hire a full-time tenure track faculty has been submitted during summer 2023.	Meets Expectation
Measure 2: Recruit and Hire Faculty	Collaborate with SRU's Office of Diversity and Equal Opportunity and Office of Human Resources to review faculty search procedures and develop a recruitment plan.	The program collaborated with the offices during the spring 2023 faculty search process and will continue the collaboration if a position is approved for fall 2023.	Meets Expectation
**Explanation of course action for intended outcomes not realized:			
<i>Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.</i>			

****EXPLANATION OF COURSE ACTION FOR ALL INTENDED OUTCOMES:**

OEG 1: To optimize undergraduate enrollment and retention

Measure: Graduation/retention rates

Insufficient Data -The 2022-2023 retention and graduation rates are calculated in mid-October to include summer graduates. **Data will be forwarded to COSMA during fall 2023.**

Measure: Job Placement

Insufficient Data: The 2022-2023 job placement data will not be available until mid-October to include summer graduates. **Data will be forwarded to COSMA during fall 2023.**

Measure: Senior Exit Interview

Meets Expectation- Eighty-nine (89%) percent of the fall 2021 students responded that they were extremely (67%) prepared or very prepared (22%) to apply critical and creative thinking skills, solve problems, and make managerial decisions through the integration of theory and practice. The responses for the Spring 2022 students will be available during fall 2022. Although the 2021 results met the 80% benchmark, they still were not as high (93%) as the pre-COVID years/semesters.

Table 2: Senior Exit Interview

Year	Number (%) of Students Observed	Number (%) Extremely Prepared	Number (%) Very Prepared	Number (%) Moderately Prepared	Number (%) Slightly Prepared	No Reply
2019-2020	42 (100%)	22 (52.38%)	17 (40.48%)	3 (7.14%)	0 (0.0%)	0 (0.0%)
2020-2021	10 (100%)	6 (60%)	2 (20%)	1 (10%)	0 (0.0%)	1 (10%)
2021-2022	9 (100%)	6 (67%)	2 (22%)	1 (11%)	0 (0.0%)	0 (0.0%)
2022-2023	16 (100%)	10 (63%)	4 (25%)	2 (13%)	0 (0.00%)	0 (0.0%)

OEG 2: To maintain COSMA accreditation

Measure: COSMA Annual and Public Disclosure Reports

Meets Expectation: - The COSMA Annual and Public Disclosure Reports were submitted on July 31, 2023. The Public Disclosure Report will be uploaded to the web during the start of the fall 2023 semester. The 2022-2023 retention and graduation rates are calculated mid-November to include summer graduates and will be available and added when received in mid-November.

OEG 3: To maintain and establish relationships with sport organizations

Measure: Internship Placement

Meets Expectation: Seven (7) students were enrolled in the capstone course during the Fall 2022 and nine (9) students were enrolled during the Spring 2023 semesters. Twelve (12) students have been placed at internship sites. Three (3) students elected to complete their internship during the fall 2023 semester and one (1) student has not registered/complete the internship registration process.

Table 3: Internship Placement

Year	Number (%) of students placed	Number (%) of students NOT placed	Number (%) Placed in Professional/ Minor Sport Organizations	Number (%) Placed in Intercollegiate/ Interscholastic Athletics	Number (%) Placed in Private Sector	Number (%) Placed in Public Sector
2019-2020	29 (100%)	0 (0%)	14 (48%)	7 (24%)	2 (7%)	6 (21%)
2020-2021	10 (100%)	0 (0%)	2 (20%)	7 (70%)	1 (10%)	0 (0%)
2021-2022	23 (100%)	0 (0%)	8 (35%)	11 (48%)	3 (13%)	1 (4%)
2022-2023	15 (94 %)	1 (6%)	8 (53%)	3 (20%)	3 (20%)	1(6%)

Measure: Alumni Advisory Board

Does Not Meet Expectation – The Sport Management Alumni Advisory Board (SMAAB) met during the spring 2023 semester the Spring 2023 Sport Management banquet /Hall of Fame weekend.

OEG 4: Explore the feasibility of adding a graduate degree program.

Measure: University approval to add a graduate program

Does Not Meet Expectation: The decision to develop a graduate program has been postponed due to PASSHE integration strategy. The Sport Management Department will revisit this concept during the 2025-2026 academic year.

OEG 5: To increase faculty resources.

Measure: University Approval to hire faculty

Meets Expectations: A request to hire a temporary full time faculty proposal was submitted and approved during spring 2023. A proposal request to hire a full-time tenure track faculty was submitted during summer 2023.

Measure: Recruit and Hire Faculty

Meets Expectations: The Sport Management program collaborated with the Office of Diversity and Equal Opportunity and the Office of Human Resources during the spring 2023 faculty search process and will continue the collaboration if a position is approved for fall 2023.