

Program-Level Operational Effectiveness Goals Matrix

Academic Year 2023-24

| Identify Each Operational Effectiveness Goal and Measurement Tool(s) | Identify the Benchmark (e.g., 80% will achieve a rating of 5) | Data Summary | Assessment Results: Does not meet expectation Meets expectation Exceeds expectation Insufficient data |
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| OEG 1 – To optimize undergraduate enrollment and retention | | | |
| Measure 1: Graduation/Retention Rates/Job Placement | Eighty percent (80%) of the seniors enrolled during the 2023-2024 academic year will graduate from the sport management program. | Graduation rates will be available by mid-November fall 2024. (See Appendix J) | 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 decisions through the integration of theory and practice. | Ninety-six (96%) percent of the students responded that they were extremely (58%) or very (38%) prepared. (See Appendix K) | Exceeds Expectation |
| OEG 2: To maintain COSMA Accreditation | | | |
| Measure 1: COSMA Annual and Public Disclosure Reports | Submit reports by or before July 31 st and upload the Public Disclosure report to the SRU website by or before December 31 st each year. | Submitted COSMA Annual and Public Disclosure Reports. The reports will be uploaded to the website during Fall 2024 | Meets Expectation |
| Measure 2: COSMA Reaffirmation of accreditation Self-study and Site-Visit | Submit the self-study and conduct the site visit during 2025. | 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. | One hundred percent (100 %) of SPMT twenty-eight students during fall 2023 (14 students), and spring 2024 (14 students) semesters were placed in internships. (See Appendix L) | Exceeds 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 fall 2023 and spring 2024 semesters. (See Appendix M) | Meets Expectation |
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| 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 was implemented during July 2021-August 2022. SRU was not one of the merged six (6) universities. | 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 the realignment of the Sport Management Program effective fall 2024. NOTE: Although the decision to develop a graduate program was delayed, the possibility will be discussed during the fall 2024 and spring 2025 semesters as the department prepares for reaccreditation. | Does Not Meet Expectation |
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| 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 was submitted and approved during the spring 2024 semester. | 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 2024 semester to recruit faculty and implement the search and hiring processes. (See Appendix N) | Meets Expectation |
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| <p>Note: You are not required to have five OEGs – you may have more or fewer.</p> <p>Required Narrative: Close the loop and explain why you met, exceeded or did not meet any expectations. Explain why there was insufficient data (if applicable). Discuss what you may do differently next year or any corrective action you will take.</p> | | | |

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| OPERATIONAL EFFECTIVENESS GOALS (OEGs) NARRATIVE: |
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I. OEGs THAT MEET OR EXCEED EXPECTATION

The expectations for the following OEG measures were met, and/or exceeded: Senior Exit Interview, COSMA Annual and Public Disclosure Reports, Internship Placement, Alumni Advisory Board, System Redesign/Graduate Program, University approval to add graduate program, University Approval to hire faculty, and Hire Faculty.

All benchmarks for each measure should be examined. However, the department should consider raising the standards/benchmarks even higher for those measures that consistently or currently exceed expectations, and/or provide new measures.

As the enrollment continues to increase, the department needs to submit a proposal to hire more faculty. One request should be to change the rank/title/status of the recently hired one-year temporary full-time instructor faculty's position to a full-time tenure track position. The recently rehired faculty member has proven to be a significant asset to the department. The second proposal should also be a request to hire another full-time tenure track faculty member. As the number of students continue to increase, additional faculty members are needed to continue providing a quality undergraduate sport management program, and/or to establish a graduate program.

II. EXPLANATION FOR OEGs WITH INSUFFICIENT DATA

The Office of Analytics and Decision Support compiles the Graduation/Retention Rates/Job Placement data. This data will not be available until mid-October or November. This time period will allow the data analyst to include the data for those students who graduated during the summer.

III. OEGs THAT DO NOT MEET EXPECTATIONS

The University approval to add a graduate program measure has been on hold while the program remains on moratorium. The department will reassess the feasibility (e.g., hiring more faculty) of removing the graduate program moratorium status and/or adding a graduate program. Again, additional faculty members are needed to establish and maintain both quality undergraduate and graduate programs.