

Program-Level Operational Effectiveness Goals Matrix Academic Year 2023-2024

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 95% 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 retention of two full-time assistant professors	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 4 community projects / partnerships including: SM3600	Exceeds

		marketing project with Colorado Mammoth & MSU Denver Athletics	
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. Program maintains over 40 quality placements including new placements with Sol Flower and CSU Athletics	Exceeds
Measure 2: Feedback on senior exit surveys	Goal is 85% of students agree or strongly agree with statement regarding opportunities for industry experience	93% 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 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	Changes: Analytics course modified, College Athletics successfully moved from Omnibus to regular elective course.	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 2023-24, the average was 61.	The number of incoming students declaring SM as a major in 2023-24 was 60.	Meets

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 2023-2024, the program retained 86%	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.	Need to increase survey responses	Insufficient data
Measure 2: % of graduates enrolled in graduate school within 1-3 years of graduation	Goal is 10%	18/36, 50% indicated they have plans to attend graduate school in 1-3 years. 13.8% (5/36) 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 of our Operational Effectiveness Goals. We are especially pleased with our retention numbers for majors after completing their first two classes in our program: (86%)

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, 50% (18/36) of our 2024 graduates indicated their desire to further their education. We will continue to explore ways to increase survey response rates and methods to track employment and entrance to graduate school.

Action Plan:

We are confident hiring two new faculty has had a significant and positive impact on the program. A return to four full-time faculty members enables us to explore new opportunities and initiatives such as mentoring students for the Collegiate Sales competition, adding a Masters Degree, and an Esports certificate. In March, 2024 we learned that we would gain a new tenure-track faculty member who will transfer in from the Recreation and Tourism Management program and begin in fall, 2024. We are very excited about his expertise and experience, specifically in sport sustainability and adventure sport. Program faculty will continue to work with our Office of Institutional Research to address the OEG#7 measures and seek input for valid and reliable ways to better track graduate placement in the industry as well as graduate school attendance. LinkedIn has shown promise as a tool for tracking the careers of our graduates, but the process needs to be formalized.