

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

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
<b>OEG 1 – Expand academic offerings/programs and enhance existing programs to reflect current and future market demands.</b>			
Develop new course offerings		New courses in e-sports, professional development have been added	Meets expectation
Develop new concentrations		Developing new concentrations in sport media and sport leadership	Insufficient data
<b>OEG 2 - Enhance student success by providing increased student-focused professional development activities.</b>			
Launch professional development course		Offering in Spring 2024	Meets expectation
Refine student exit survey		Complete; will be launching in summer 2023	Insufficient data
<b>OEG 3 - Enhance marketing and alumni relations activities.</b>			
Increase connections with sport orgs, dept. advisory board		Ongoing	Insufficient data
Enhance SMT/SEM marketing materials and website presence		Ongoing	Insufficient data
<b>OEG 4 - Increase student persistence and degree completion rates by a minimum of 20%.</b>			
Increase student retention	20% increase YOY	Ongoing	Insufficient data
Increase student degree completion rate	20% increase YOY	Ongoing	Insufficient data
<b>OEG 5 - Expand the number of applied learning opportunities through enhanced partnerships with business and service providers, and, through the establishment of university supported experiential-based specialty programs.</b>			
Increase connections with local and regional sport orgs.		Ongoing	Insufficient data
Create and launch career night event		Complete; Expand each year to include more organizations	Meets expectation