

**M. S. Sport Administration Program-Level Operational Effectiveness
Goals Matrix
Academic Year 2021-22**

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
OEG 1 – Expand pedagogical methods			
Class/instructor evaluations by students	4.25 or above on evaluations	4.19	Does not meet expectations
OEG 2 Optimize program recruitment, enrollment, and retention of underrepresented students			
Program enrollment rates	Increase student enrollment by 3%	-24%	Does not meet expectations
Program retention rates	Retain 90% of the students	84%	Does not meet expectations
OEG 3 Nurture and strengthen affiliations with local, regional, and national sport communities			
Input from advisory board	Obtain 2 improvement items from the advisory board	3	Exceeds expectations
Internship supervisor evaluations	90% or better of overall positive supervisor evaluations	5	Exceeds expectations
OEG 4 Continually enhance faculty professional growth through training, research, and service			
Professional development of program faculty	Each program faculty attend one faculty development opportunity per year	100%	Exceeds expectations
Faculty research	Faculty submit one research activity (grant application, manuscript submission, presentation submission, etc) per year)	100%	Exceeded

Service	Program faculty provide five professional service contributions (national/regional/state association, campus, community service) total per year.	100%	Exceeded
OEG 5 Gain employment in sport industry / graduate school admissions			
Employment or graduate school admission	Students report 90% gain employment or graduate school admissions.	66.66%	Not met