

**B S. Sport Management 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 – Increase international experiences for students and faculty			
Number of international students enrolled in the B.S. Sport Management program	10% international students	5.9%	Not met
Enrollment in 4823 International sport venues	10 students	0	Does not meet expectations
OEG 2 Increase recruitment, enrollment, and retention of underrepresented students			
Increased enrollment	Increase enrollment 3% annually	16.09%	Exceeded
Student retention	Retain 80% of students	83.92	Exceeded
Female student enrollment	Increase student enrollment by 10% annually	36.84%	Exceeded
OEG 3 Increase students experiential learning			
Internship site supervisors' evaluations of student performance	80% positive evaluations	100%	Exceeded
Student volunteer participation	50% sport management club participation	59%	Exceeded
OEG 4 Increase opportunities for faculty professional development			
Funding for faculty professional development activities	2 fully funded conferences/workshops per school year	100%	Exceeded
OEG 5 Adapt course content to reflect field's needs			
Input from external advisory board	5 suggestions from advisory board	60%	Does not meet expectations

