Program-Level Operational Effectiveness Goals Matrix
Academic Year 2020-21

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
Goal 1: Internships are a critical component of sport management education. LU Sport Management faculty will continue improve the process for internship search and approval.			
Measure: Utilize Handshake (online platform) for internship approval process. The internship approval process transitioned from a hard copy form to an online platform, Handshake. Handshake is designed to streamline the internship approval process and provide data to support future internship sites. The Internship Approval Application Report will be used to track submission of internship approval applications.	95% of students will submit internship approval applications in Handshake by the published deadlines.	UG: 92% 86 students observed, 79 students submitted internship approval applications in Handshake by the revised deadlines*. GR: 92% 100 students observed, 92 students submitted internship approval applications in Handshake by the revised deadlines*.	Does not meet expectation
		*Deadlines were revised in an effort to support students needing additional time to secure internships due to COVID-19	
Goal 2: Excellence in sport management education includes providing students with opportunities to see the connection between education, experience, and scholarship. LU Sport Management faculty will provide students with the opportunity to experience these connections first hand at a professional conference.			
Measure: Launch an academic summit for student research presentations and networking opportunities.	80% Students participating in the Sport Leadership Summit will indicate a 3.5 (out of 4) overall response to professional development items on the post-event survey.	3.75 or Higher: 1 (10%) 3.5-3.74: 3 (30%) 3-3.4: $ (40%) ≤ 2.9: 2 (20%)	Does not meet/insufficient data Student feedback to the open-ended items was very positive – below are several excerpts: "That Liberty's Sport Management Department truly has prepared those in the program to pursue a degree in sport. Almost everything that was said by a speaker, I once heard from

a professor in my 4 years."

"Working in athletics, especially college athletics, is a very demanding job. However, if you are willing to put in the work that it takes, it can also be very rewarding!"

"[T]hank you so much for putting on this event! I think I really grew as a profession from last week. I think I got valuable takeaways from each panel and it made me excited to work in the sport industry."

"It was amazing. Very lucky to have been apart."

Note: The Sport Leadership Summit was planned and executed within 60 days. While a conference was discussed numerous times, the time was right to meet the needs of students who experienced cancellations of the out-of-state special topics course and internship opportunities due to COVID-19. We look forward to this being an annual event – registration for fall 2021 already exceeds the 2020 attendance.

Goal 3: As the sport industry continues to grow and develop, the skills needed for sport managers grow and develop. LU Sport Management faculty are committed to developing existing and adding new programs to the departmental offerings to meet the needs of the dynamic sport industry.

Measure 1: New programs report for the undergraduate program.	Target: Document 20% enrollment growth in undergraduate cognate courses within the B.S. in Sport Management program over the previous academic year.	The B.S. in Sport Management developed and launched the undergraduate cognates in Fall 2018. The cognates have seen growth since their launch.	2 Meets expectations
		<table><tr><td colspan="4">Res UG Cognate Enrollment</td></tr><tr><td></td><td>2018-2019</td><td>2019-2020</td><td>2020-2021</td></tr><tr><td>Sp Admin</td><td>9</td><td>27</td><td>44</td></tr><tr><td>Sp Comm</td><td>8</td><td>24</td><td>26</td></tr><tr><td>Sp Outr</td><td>3</td><td>5</td><td>8</td></tr><tr><td>Sport Venue</td><td>3</td><td>4</td><td>4</td></tr></table>	
Measure 2: New cognate report for the graduate sport management program.	Target: Document 20% enrollment growth in Coaching & Athletic Administration graduate cognate	The M.S. in Sport Management developed and launched the cognate in Coaching and Athletic Administration (CAA) in Spring 2018. The cognate has seen growth since its launch.	2 Meets expectations

	courses within the M.S. in Sport Management program	CAA Grad Cognate Enrollment	

		CAA Grad Cognate Enrollment		
			Residential	Online
		2018-2019	13	127
		2019-2020	14	186
		2020-2021	9	174

Measure 3: New program report for the undergraduate program.	Target: Develop and launch the B.S. in Hospitality Management to diversify offerings in the department and better house the Conference & Event Management Cognate by Fall 2020.	In June of 2020, the B.S. in Hospitality Management received approval from SACSCOC and launched in Fall 2020. The Conference & Meeting Management Cognate was removed from the B.S. in Sport Management effective Fall 2021(see email 11/5/2020).	2 meets expectation

Goal 4: The LU Sport Management faculty are committed to additional, targeted training available through cognates. Cognates are developed in response to industry changes and student interest. The offering of cognates supports healthy enrollment growth in the department.

Measure: Cognate Enrollment Report	Target: Increase enrollment by 20% in under-enrolled SMGT and TOUR graduate cognates within 2 years (Fall 2022).	Cognate Enrollment table	In process

Cognate Enrollment

	2018-2019	2019-2020	2020-2021
Tourism	4	10	12
Outdoor Adv Sport	25	25	18

Goal 5: The LU Sport Management faculty recognize the benefits of the research skills and seek to develop a culture of research and scholarship within the Department of Sport, Event, & Tourism Management.

Measure 1: Report on UG and GR conference presentations.	Target: In conjunction with the University's QEP, three (3) students within the undergraduate and graduate programs will present at academic conferences	The following students presented during the Residential Poster Session: Undergraduate and Graduate at Research Week. Benjamin Klipp Brady Flynn Christian Conroy Manasseh Suranofsky Timothy Grau	Exceeds expectations
Measure 2: Stand-alone Research Course B.S. Sport Management	Target: Develop SMGT 415, sport management stand-alone research course for the B.S. in Sport Management	SETM 415 Research Methods in Sport & Hospitality Management will be taught residentially for the first time Fall 2021. SETM 415.001 has 17 students enrolled for Fall 2021.	Meets expectations

	students		
Measure 3: Sport Leadership Summit Poster session participation report.	Target: 80% participation by students in SMGT 404 and SMGT 422 in the poster session at the Sport Leadership Summit	100% of students in SMGT 404, SMGT 422, and SMGT 520 participated in the poster session at the Sport Leadership Summit. 31 Students, 13 posters from these classes were presented at the SLS.	Exceeds expectations

We continue to see progress in developing a research culture and preparing students for data-based decision making. The momentum in this area will continue with the introduction of SETM 415 and the opportunities at the SLS and Research Week.

Note: You are not required to have five OEGs – you may have more or fewer.

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.

We have continued to meet expectations because we believe in working together as a team. We have a dedicated faculty who put the needs of their students first and believe in the value of sport for participants, coaches and support staff, fans, and society as a whole. We have students who have demonstrated tremendous resilience in the face of repeated closures, cancelations, and changes. We have a strong administrative team providing support. We have strategic partners, on-campus and off-campus, who work with us to identify creative solutions to multifaceted challenges.

The Department of Sport, Event, & Tourism Management has experienced a number of changes over the past few years: release of the undergraduate program online (2018), move to the School of Business (2019), introduction of the B.S. in Hospitality Management (2020), transition in learning management system (2020), and others. These significant changes in addition to the challenges faced programmatically, institutionally, locally, nationally, and globally in response to COVID-19 have been demanding. We look forward to a renewed focus on our guiding principles and goals that reflect these.