

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
Goal 1: The LU Sport Management faculty value industry engagement and seek to provide learning experiences for students that instill the knowledge, skills, and abilities that are demanded by industry employers.			
Measure 1: List of speakers from classes and other events	Across the 2021-2022 academic year, a minimum of 40 guest speakers will be included in classes and events	More than 40 guest speakers were included in classes and events	Exceeds expectation See attached speaker list
Note: Guest speakers are an integral to our courses. They further connect students to the real-world of sport management and provide opportunities for networking, professional development, and career exploration			
Goal 2: Student organizations/clubs are an important aspect of the School of Business and the Dean's vision for the student experience.			
Measure 1: Approved LU Club Proposal	Approved LU Club Proposal	Completed form was misplaced in the SGA office	Does not meet expectation
Note: The School of Business Dean values student organizations. We will continue working to identify student leaders who will take on this responsibility.			
Goal 3: 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 Hospitality & Sport Management (updated department name).			
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.	0 students presented	Does not meet
Measure 2: Sport Leadership Summit (SLS) Poster session participation report	Target: 80% participation by students in SETM 415 in the poster session at the Sport	SETM 415 Fall Enrollment: 2 COAC, 2 HMGT, 1 INDS, 17 SMGT majors	Exceeds expectation See attached SLS program

	Leadership Summit (SLS)	17 SMGT majors presented posters at the SLS	
Note: The goal is for students to further develop their presentations from the SLS for submission at other conferences. While there has been some traction in that direction, institutional financial support for these opportunities is limited.			
Goal 4: LU Sport Management faculty recognize the prevalence of job opportunities for students with strong skills in sales and revenue generation.			
Measure 1: List of course offerings for 2021-2022. Provide course syllabus	Create and offer a sales and revenue generation course.	SETM 497 Sales & Revenue Generation in Sport, Spring 2022	Meets expectation 6 students were enrolled in this course, see attached syllabus
Goal 5: The Sport Leadership Summit (SLS) provides students with the opportunity to engage with industry professionals and participate in a conference-style event.			
Measure 1: Attendance list	60 LU students will participate in the Sport Leadership Summit (SLS)	52 LU undergraduate students participated in the full event 8 LU graduate students presented research posters	Meets expectation Registration list available upon request See attached SLS program
	10 non-LU students will participate in the Sport Leadership Summit (SLS)	6 Belmont Abbey students 2 Belmont Abbey faculty	Does not meet expectation
	6 online students will participate in the Sport Leadership Summit (SLS)	>6 online students	Exceeds expectation Registration list available upon request
Note: The Sport Leadership Summit (SLS) began as a response to COVID-19. It has been exciting to see the continued growth and development in the event. The SLS has been posted on the NASSM listserv, shared through email and social media marketing. We are looking forward to additional participants outside of LU.			