

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2024-25

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: Re-develop undergraduate cognates with updated courses			
Measure 1: Updated DCPs			
	This is ongoing for sport management cognates.	The Conference & Event Management cognate for the B.S. Hospitality Management was updated – this included a change prefix change, course title, course description change to a course that is also included in the SVM cognate.	
OEG 2: Submit self-study in support of reaffirmation			
	Self-study was submitted 2/27/2025		
OEG 3: Host site visit for reaffirmation			
	Site visit was held 4/7-8/2025		
OEG 4: Submit rationale for additional faculty member given recent teaching loads			
	Rationale was submitted – additional faculty member was hired for 2025-2026. The faculty member’s primary teaching area is hospitality management – this faculty member will reduce teaching loads for three (3) departmental faculty members.		
OEG 5: Develop course offerings for numerous Conference Championship & NCAA events happening on campus during the spring semester.			
Measure 1: Screen shot from ASIST	A new course was not developed as the timing of the events did not align with the academic calendar.	Numerous students worked as event volunteers at Conference Championship and NCAA events happening in the spring.	Plans are already in place for practicum students (SETM 205) to work with the Big East Field Hockey Championship and CUSA Women’s Soccer Championship this fall.
<b>Note:</b> You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure.			

**Operational Effectiveness Goals 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.

**Operational Effectiveness Goal 1: Narrative**

Most undergraduate cognates include SMGT/SETM prefix courses and courses from outside the department. The desired updates require collaboration and approval from other departments. While there have been collegial conversations, the final approvals have been difficult to secure. We made limited progress in moving forward the changes to SMGT 441 Sport Venue Operations to SETM 441 Public Assembly Venue Operations. These changes are moving through the curriculum change process.

**Operational Effectiveness Goals 2-3: Narrative**

Following the submission of the self-study, a collaborative and productive site visit was conducted yielding valuable insights for program enhancement. In response to the site visit and site visit team report, we have engaged in a focused and intentional effort to address the action items and ensure alignment with COSMA expectations.

**Operational Effectiveness Goal 4: Narrative**

Faculty in the Department of Hospitality & Sport Management teach across programs and beyond their contracted loads. The new faculty member in hospitality management will reduce the teaching loads of several faculty members.

**Operational Effectiveness Goal 5: Narrative**

A new course to provide students with concentrated experience with Conference Championship & NCAA events happening on campus during the spring semester was not developed as the timing of the events did not align effectively with the academic calendar and corresponding course date requirements. Numerous students worked as event volunteers at Conference Championship and NCAA events happening in the spring. Plans are already in place for practicum students (SETM 205) to work with the Big East Field Hockey Championship and CUSA Women’s Soccer Championship this fall.

**Operational Effectiveness Goals: Moving Forward**

In response to recommendations by the site visit team and in alignment with the current university strategic plan, an updated set of operational effectiveness goals have been established. These goals are structured for annual assessment to facilitate continuous improvement. The updated operational effectiveness goals are included below:

<b>Goal #1 Faith First</b>	<b>Sport Management Unit Goal</b> Develop and implement instructional practices that explicitly integrate Biblical principles and a Christian worldview into all sport management
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	courses, ensuring that Christ-centered values guide both content delivery and classroom engagement.
<b>Goal #2 Lifelong Learning</b>	<b>Sport Management Unit Goal</b> Design and deliver course content and assignments that challenge students to think critically, analyze industry trends, and develop practical solutions to real-world sport management issues.
<b>Goal #3 Authentic Christian Culture</b>	<b>Sport Management Unit Goal</b> Promote a departmental culture that models servant leadership and collaboration, ensuring that faculty, staff, and students experience a learning environment grounded in Christian values and professional excellence.
<b>Goal #4 Mission Driven Excellence</b>	<b>Sport Management Unit Goal</b> Encourage faculty and student engagement in scholarly activities (publications, presentations, and faculty development) that address current challenges in sport management, promote ethical leadership, and contribute meaningfully to both academic knowledge and industry practice.
<b>Goal #5 Engaged Community</b>	<b>Sport Management Unit Goal</b> Create initiatives—such as mentorship programs, student organizations, and peer collaboration activities—that celebrate diversity, encourage open dialogue, and build a strong sense of connection within the sport management community.
<b>Goal #6 Stewardship &amp; Service</b>	<b>Sport Management Unit Goal</b> Provide instruction and experiential learning that equips students to recognize and apply sustainability, fiscal responsibility, and service-oriented leadership within the broader context of the sport industry.