

Program-Level Operational Effectiveness Goals Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
Internship, Practicum, and Job Placement			
Measure 1: Equipping students with the skills to successfully navigate the internship and job search processes	Target: 85 % of students preparing for internships in an upcoming semester will attend the Internship Information Meeting.	90% of Students have attended meetings.	3
	Target: An average of 20 students will attend the Professional Development sessions hosted by the Internship Coordinator.	Student attendance has been above 20 students per session.	3
	Target: Develop an online application process for Internship students.	Pending 2018-19.	
Program Assessment			
Measure 1: Gaining reaccreditation of the undergraduate and graduate sport management programs.	Target: Achievement of reaccreditation status.	Pending Commission on Sport Management Accreditation Board of Commissioners Decision.	4
	Target: Revise program assessment targets and tools	Pending 2018-19.	
	Target: Redevelopment of Coaching PLOs.	Pending 2018-19.	
Program Degree Offering			
Measure 1: Development of new cognates within the undergraduate and graduate programs.	Target: Development and launch of Sport Administration, Sport Communication, Sport Outreach, and Venue and Event Management undergraduate cognates. Development and launch of Coaching and Administration graduate cognate for Fall 2018.	Development process is concluding for Fall 2018 launch of new cognate areas.	2
	Target: Launch the undergraduate B.S. in Sport Management as an online program offering.	Pending 2018-19.	
Student Recruitment			

Measure 1: Social Media promotion of undergraduate and graduate cognates.	Target: Increase enrollment by 20% in under enrolled SMGT and TOUR graduate cognates in 2 years.	On going.	4*
* Action Plan: 1. Launch new undergraduate and graduate cognates (Fall 2018). 2. Launch new undergraduate and graduate social media campaign (Summer 2018).			
Student Research			
Measure 1: Development of a culture of research and scholarship within the Sport Management program.	Target: (QEP http://www.liberty.edu/index.cfm?PID=32835) Three (3) of undergraduate and graduate student conference presentations.		1*
	Target: Develop SMGT 415, sport management stand-alone research course for sport management students.	Pending 2018-19.	
* Action Plan: Sport Management is developing a stand-alone course for undergraduate Sport Management Research for launch in Fall 2019.			

Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.