

## 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
<b>Internship, Practicum, and Job Placement</b>			
<b>Measure 1:</b> Equipping students with the skills to successfully navigate the internship and job search processes.	Target: Develop an online application process for Internship students.	The RAFT application was launched in the Fall of 2018. While effective, it can be better.  In moving to the School of Business we will be switching to using Experiences in Handshake as a test for internship registrations.	2
<b>Measure 2:</b>	Target: Utilize RAFT to provide information to future interns regarding internships in local areas		
<b>Program Assessment</b>			
<b>Measure 1:</b> Assessment and accreditation of the undergraduate and graduate sport management programs.	Target: Revise program Assessment targets and tools.	Pending for completion in 2019-20.	
<b>Program Degree Offering</b>			
<b>Measure 1:</b> Develop new cognates within the undergraduate and graduate programs.	Target: Develop and launch of Sport Administration, Sport Communication, Sport Outreach, and Venue and Event Management cognates in the B.S. in Sport Management Program.	Achieved. The B.S. in Sport Management developed and launched cognates in the following areas: <ul style="list-style-type: none"> <li>• General</li> <li>• Sport Administration</li> <li>• Sport Communication and Public Relations</li> <li>• Sport Outreach</li> <li>• Sport Venue Management</li> <li>• Conference and Event Management</li> </ul>	2
	Target: Develop and launch of a cognate in Coaching and Administration in the M.S. in Sport Management program.	Achieved. The M.S. in Sport Management developed and launched the cognate of Coaching and Athletic Administration.	2
<b>Measure 2:</b>	Target: Develop and launch the B.S. in Hospitality Management to better house the Conference & Event Management Cognate.		
<b>Student Recruitment</b>			

<b>Measure 1: Social Media promotion of undergraduate and graduate cognates.</b>	Target: Increase enrollment by 20% in under enrolled SMGT and TOUR graduate cognates in 2 years.	On going.	
<b>Student Research</b>			
<b>Measure 1: Development of a culture of research and scholarship within the Sport Management program.</b>	Target: (QEP <a href="http://www.liberty.edu/index.cfm?PID=32835">http://www.liberty.edu/index.cfm?PID=32835</a> ) Three (3) of undergraduate and graduate student conference presentations.	Achieved: Two (2) undergraduate presentations and one (1) graduate presentation representing Sport Management at the Research Week event on the campus of Liberty University. Additionally, the B.S. in Sport Management has a Case Cup Team first place win at the SVET Conference in Columbia, SC.	3
	Target: Develop SMGT 415, sport management stand-alone research course for the B.S. in Sport Management students.	Achieved. This course has been developed and is set for launch in the Fall 2019 semester.	2
<b>Measure 2</b>	Target: Expand the scope of SMGT 415 to include hospitality-related topics, rename: SETM 415 Research Methods in Sport, Event, and Tourism Management		
<b>**Explanation of course action for intended outcomes not realized:</b>			

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.