

Program-Level Operational Effectiveness Outcomes 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
<p>OEG 1 - A. Faculty Excellence: CMU Sport Management faculty should continue to develop their expertise necessary to succeed in the classroom and provide students with tools and knowledge to be successful to persist to graduation.</p>			
<p>Measure 1. Faculty-student engagement in the classroom.</p>	<p>Each course will receive a 3.5 (out of 4) SOS response on Question #8 ("overall response of instructor effectiveness"; program average will be a 3.5 (out of 4) SOS.</p>	<p>N=53 Sections (F, Sp, Su) N=43 Sections receiving 3.5 or better (81%) N=10 Sections not meeting 3.5 standard</p>	<p>2. Meets Expectations – 81% of the courses met expectation. 10 courses did not meet expectation (5 UG/5 GR). Slight improvements were made from the 2017-2018 academic year when 13 sections did not meet benchmark.</p>

<p>Measure 2. Faculty teaching development.</p>	<p>Information was requested concerning professional development.</p>	<p>Steve Adler: Attended and/or presented at: Mount Union Sports Sales Workshop & Job Fair</p> <p>Detroit Red Wings / CMU Sports Sales Workshop & Job Fair</p> <p>Daniel Ballou: Attended and presented at the COSMA Conference, Atlanta, GA</p> <p>Marcia Mackey: Attended numerous national conferences, workshops and meetings representing the NEA</p> <p>Tracy Olrich: American College of Sports Medicine Conference – Minneapolis</p> <p>Detroit Red Wings / CMU Sports Sales Workshop & Job Fair</p> <p>Nicholas Williams: Attended and presented at the COSMA Conference, Atlanta, GA</p>	<p>2- Meets expectations</p> <p>Will encourage faculty to continue to pursue professional development and teaching development.</p>
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<p>OEG 2 - B. Program Quality: The CMU Sport Management Program will help students meet broad-based learning goals to be successful in the sport industry upon graduation. Students will improve with respect to their learning course content. University resources will be identified and used to the extent they improve student's overall learning.</p>			
<p>Measure 3. Student Learning Outcomes Assessment.</p> <p>A graduate survey will be conducted each year and distributed to 25 second-year graduate students, with information relating to this metric.</p>	<p>Varied by learning outcome (see SLOs);</p>	<p>See report on SLOs.</p>	<p>2 - Meets expectation. See report on SLOs.</p> <p>The graduate survey was conducted during the 2016-7 academic year. The 1st year students served as the pilot. Methodological concerns were expressed concerning the instrument. The incoming graduate coordinator (Olrich) will be review the instrument and determine the course taken for assessment during the 2019-2020 academic year.</p>
<p>Measure 4. Use of university resources.</p>	<p>Comparison to previous year; consult with Sport Mgt. faculty, Department chair, and Dean.</p>	<p>CMU provides excellent support for the Sport Management Program. Critical to both the undergraduate and graduate programs is the division's relationship with other campus units; Specifically Athletics and University Recreation. Students gain tremendous experience with both divisions.</p> <p>Academically, CMU Health Professions Building and CMU Park Library provide superior resources for students and faculty.</p>	<p>2 - Meets expectation. The Sport Management program continues to use many resources across campus to benefit student learning and strengthen its presence on campus.</p>
<p>Measure 5. Quality of student.</p>	<p><u>Undergrad:</u> Annual admitted GPA minimum of 2.25; minimum annual</p>	<p><u>Undergrad Fall 2018:</u> This past year, admitted GPA was a 3.20 for 242 declared Sport Management majors</p>	<p>2 - Meets expectation (both UG and Grad).</p> <p>The academic profile of the incoming undergraduate</p>

	<p>GPA of 3.0 in core courses.</p> <p><u>Grad:</u> The university set an overall and program GPA for graduation of 3.0.</p>	<p>from high school and 2.93 for 60 Sport Management majors who transferred. There was a cumulative GPA of 2.95 for all Sport Management majors enrolled in courses.</p> <p>This past year, admitted GPA was a 3.25 for 43 Sport Management minors from high school and 3.03 for 13 Sport Management minors who transferred. There was a cumulative GPA of 3.01 for all Sport Management minors enrolled in courses.</p> <p><u>Grad Fall 2018:</u> Our admitted annual GPA was 3.26. There was a cumulative GPA of 3.56 for all students enrolled in graduate courses.</p>	<p>student has remained constant from recent years.</p> <p>The academic profile of the incoming graduate student (2018-9) has stayed constant from the 2017-8 year (3.25 to a 3.26 GPA).</p>
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OEG 3 - C. Enrollment Management: To ensure the highest quality student body in the CMU Sport Management Program, a process of enrollment management will be used to keep class sizes reasonable and consistent, to keep students on track to graduation, and to provide a diverse student body.

Measure 6. Student enrollment.	Class size will remain equitable (25 max) to enhance student learning experience.	Faculty have chosen to keep enrollment class size at a 25-student limit. Although exceptions were made for unusual student circumstances. PES 318 continues to allow a maximum of 35 students.	2 - Meets expectation (Both UG and Grad). No change from previous year
Measure 7. Student retention	<u>Undergrad:</u> 70% of intended SM majors persist to graduation over four years. CMU strategic plan targets first-to-second year retention at 80%.	<p><u>Undergrad Fall 2018:</u> Second-year cohort persistence was 86.5% for the 2016-17 cohort.</p> <p><u>Grad Fall 2018:</u> 59.1% of the 2016-7 cohort graduated in 2 years. 38.9% of the 2015-6 cohort graduated in 2 years, 77% in 3 years.</p>	<p><u>Undergrad:</u> 3 - Exceeds expectations. Exceeds CMU strategic plan target.</p> <p><u>Grad:</u> 1 - Does not meet expectation.</p> <p>The 2016-7 cohort showed a dramatic increase in graduation rate. This reflects the change in curriculum from</p>

	<p><u>Graduate:</u> 80% to graduate in two-years; 85% to graduate in three-years.</p>	<p>36.6% of the graduates in the 2014-15 cohort graduated in two years, 68.3 graduated in 3 years.</p>	<p>a thesis/research project to a capstone course. The capstone course (PES 685) replaced the Master's research project (PES 691).</p>
<p>Measure 8. Student diversity.</p>	<p>Enhance diversity of SM majors to be: minority aligned with same as university levels; 20% female in 5 years.</p> <p>Enhance diversity of Graduate students to include 30% minority and 30% female in 5 years.</p> <p>A graduate survey will be conducted each year and distributed to 25 second-year graduate students, with information relating to this metric.</p>	<p><u>Undergrad Fall 2018:</u> There is an increase in Sport Management majors from 11.5% (n=26) minority in 2012-13 (known as Sport Studies) to 22.7% (n=49) in 2017-18. The ratio of female students has stayed relatively constant 15.9% (n=36) to 16.7% (n=42) over the same period.</p> <p><u>Grad Fall 2017:</u> Demographics show current student body is 31% female, and 16.7% minority out of 42 students.</p>	<p>Significant discussion at continues concerning these benchmarks. Faculty will continue to review the data, and looks for ways of improvement.</p> <p><u>Undergrad:</u> 1 - Does not meet expectation.</p> <p>There has been an overall increase in the number of minority and female undergraduate student majors over five years; as well as an increase in the percentage of these students. As the program grows, so does interest from females and minorities. The Sport Management division has the highest level of minority students of any academic program in the college.</p> <p><u>Grad:</u> 2 – Meets expectation</p> <p>Since 2012-13, the number of female graduate students has improved and meets benchmark, while the number of minorities has not met the benchmark but has remained constant.</p>
<p>OEG 4 - D. Brand Enhancement: An identification of the CMU Sport Management "brand" is a priority - specifically, the ability for the program to espouse its successes among faculty and students in providing the best education and experiences among sport management programs.</p>			
<p>Measure 9. External promotion & publicity.</p>	<p>Social media presence with 25% growth in engagement; Website growth of 25% annually in unique visitors.</p>	<p>For Sport Management: Over 3,000 Page Views with 152 redirects from the COSMA website.</p>	<p>1. Does Not Meet Expectation</p> <p>The division will be working closely with the communications and marketing coordinator of the college to update the sport</p>

			management area of the website.
Measure 10. Internal promotion & publicity.	Identify promotion and publicity efforts to current students and across campus. Discuss effectiveness at annual retreat.	The Sport Management Program is active in promoting the program on and off campus. Faculty include the COSMA seal on each syllabus, talk about it in class, at the Red Wings/CMU sales Conference and intern supervisors are aware of the program and accreditation status.	3 - Exceeds expectations.
OEG 5 - E. Program Value: There will be recognition of the excellence of the CMU Sport Management Program by former students as well as those in the sport industry			
Measure 11. Student placement.	50% of undergraduate students placed within 1 year of graduation. 80% of graduate students placed within 1 year of graduation. A graduate survey will conducted each year and distributed to 25 second-year graduate students, with information relating to this metric.	No data collected during this period for undergraduate students.	4 - Insufficient data. The division will reach out to Alumni Relations and other campus units which collect such data to determine placement rates.
Measure 12. Alumni advisory group.	The sport management student association (SMA) has been enhancing engagement with alumni.	No data collected during this period.	4 - Insufficient data. Sport Management faculty engaged with alumni through the annual Sport Management Association Conference - particularly communicating with them about assistance in reaching out to speakers for the conference. Alumni contact has increased significantly, however, it must

			occur in a much more intentional manner.
<p>**Explanation of course action for intended outcomes not realized: Explanation for each outcome not realized is provided above within the results section for each area not realized. Sport Management faculty are dedicated to a "culture of assessment" and continue to have retreats each semester, collecting and using data to identify our strengths and weaknesses.</p>			

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.