

Program-Level Operational Effectiveness Goals Matrix Academic Year 2020-21

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 – 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.			
Measure 1. Faculty-student engagement in the classroom.	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	*SOS scores omitted for AY2020-21 due to COVID-19 and FA/UTF agreement with the university Provost that faculty were not required to submit SOS scores during this period.	Insufficient data
Measure 2. Faculty teaching development.	Information was requested concerning professional development.	<p>Steve Adler: Attended a sales training seminar with Detroit Pistons</p> <p>Vince Mumford: Presented at the COSMA Annual Conference and the SHAPE-MI Annual Convention</p> <p>Marcia Mackey: Attended numerous national conferences, workshops and meetings representing the NEA.</p> <p>Elected to MAHE and elected as the President of the MAHE Board.</p> <p>Re-elected to the NEA Board of Directors.</p> <p>Re-elected as the secretary for the Executive Board of NCHE.</p>	<p>Meets expectations</p> <p>*Many professional development activities faculty would have participated in were cancelled due to Covid-19.</p> <p>Will encourage faculty to continue to pursue professional development and teaching development.</p>

		<p>Elected to the MEA LGBTQ+ Caucus Board.</p> <p>Appointed to the NEA Human & Civil Rights Awards Committee.</p> <p>Appointed to the NEA Higher Education Conference Planning Committee.</p> <p>Appointed to the MEA Affirmative Action Policy Review Committee.</p> <p>Appointed to the MEA Strategic Planning Committee.</p> <p>Jennifer Sieszputowski:</p> <p>Created two new Esports courses.</p> <p>Dan Ballou:</p> <p>Published one article.</p> <p>Worked with SMA to conduct a 100% completely virtual sport. management conference.</p>	
<p>OEG 2 - 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 1. 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 2016-17 academic year. The 1st year students served as the pilot. Methodological concerns were</p>

			expressed concerning the instrument. The graduate coordinator (Olrich) is reviewing the instrument and determining the course taken for assessment.
Measure 2. Use of university resources.	Comparison to previous year; consult with Sport Mgt. faculty, Department chair, and Dean	<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>Meets expectation.</p> <p>The Sport Management program continues to use many resources across campus to benefit student learning and strengthen its presence on campus.</p>
Measure 3. Quality of student.	<p>Undergrad: Annual admitted GPA minimum of 2.25; minimum annual GPA of 3.0 in core courses.</p> <p>Grad: The university set an overall and program GPA for graduation of 3.0.</p>	<p>Undergrad Fall 2020: This past year, admitted GPA was a 3.19 for 189 declared Sport Management majors from high school and 2.95 for 38 Sport Management majors who transferred. There was a cumulative GPA of 2.96 for all Sport Management majors enrolled in courses.</p> <p>This past year admitted GPA was a 3.36 for 39 Sport Management minors from high school and 2.98 for 7 Sport Management minors who transferred. There was a cumulative GPA of 3.24 for all Sport Management minors</p>	<p>2 - Meets expectation (both UG and Grad).</p> <p>The academic profile of the incoming undergraduate student has remained constant from recent years.</p> <p>The academic profile of the incoming graduate student (2020-21) has increased slightly from the 2019-20 year (3.09 to a 3.17 GPA).</p>

		enrolled in courses. Grad Fall 2020: Our admitted annual GPA was 3.17. There was a cumulative GPA of 3.39 for all students enrolled in graduate courses.	
OEG 3 - 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 1. Student enrollment.	Class size will remain equitable (25 max) to enhance student learning experience.	Because of university guidelines due to covid, students experienced a hybrid learning environment. Face-to-face instruction adhered to social distancing guidelines and had fewer than 25 students physically in the classroom.	Meets expectation (Both UG and Grad).
Measure 2. Student retention.	Undergrad: 70% of intended SM majors persist to graduation over four years. CMU strategic plan targets first-to-second year retention at 80%. Graduate: 80% to graduate in two-years; 85% to graduate in three-years.	Undergrad Fall 2020: Second-year cohort persistence was 90.4% for the 2018-19 cohort. Grad Fall 2020: 50% of the 2018-19 cohort graduated in 2 years. 95.5% of the 2017-18 cohort graduated in 2 years.	Undergrad: Exceeds expectations. Exceeds CMU strategic plan target. Grad: 3 – Does not meet expectation. The 2017-18 cohort showed a dramatic increase in graduation rate, because of a curricular change. Faculty must identify why graduation decreased dramatically in this cohort.
Measure 3. Student diversity.	Enhance diversity of SM majors to be minority aligned with same as university levels; 20% female in 5 years. Enhance diversity of Graduate students to include 30% minority and 30% female in 5 years. A graduate survey will be conducted	<u>Undergrad Fall 2020:</u> There is a slight increase in Sport Management majors from (n=53) minority in 2019-20 to (n=56) in 2020-21. The ratio of female students slightly decreased (n=38) to (n=35) over the same period. <u>Grad Fall 2020:</u> Demographics show current student body is	Significant discussion needs to continue concerning these benchmarks. Faculty will continue to review the data and looks for ways of improvement. <u>Undergrad:</u> - Does not meet expectation. There has been an overall increase in the number of minority and female

	each year and distributed to 25 second-year graduate students, with information relating to this metric.	43.3% female. Up from 34.6% female in 2019-20, and 23.3% minority. Up from 11.5% minority in 2019-20.	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. <u>Grad: 2</u> – Meets expectation Since 2012-13, the percentage of female graduate students has improved and meets benchmark, while the number of minorities is improving but has not met the benchmark.
OEG 4 - 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.			
Measure 1. External promotion & publicity.	Social media presence with 25% growth in engagement; Website growth of 25% annually in unique visitors.	No data collected during this period. *	Does Not Meet Expectation *Due to budget cuts, the person responsible for marketing for the college was reduced to PT employment and later resigned. The SM program was unable to get needed support to update the sport management area of the website.
Measure 2. 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 held multiple open house information sessions and discussed COSMA accreditation. Faculty	Meets expectations.

		promote the program in class and at the annual sport management conference. Intern supervisors and other program directors are aware of the program and accreditation status.	
OEG 5 - 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 1. 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 be conducted each year and distributed to 25 second-year graduate students, with information relating to this metric.	No data collected during this period.	Insufficient data. The division will reach out to Alumni Relations and other campus units which collect such data to determine placement rates.
Measure 2. 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.

*****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.

SECTION 3: PROGRAM DIVERSITY PERFORMANCE DATA

(completed by all programs)

COMPLETE THIS FORM OR PROVIDE THE SAME INFORMATION IN A FORMAT
ALREADY IN USE

Dashboard Data			
Total Sport Management Undergraduate Enrollment (majors, minors, tracks, concentrations)	233		
Total Sport Management Master's Enrollment (majors, minors, tracks, concentrations)	25		
Total Sport Management Doctoral Enrollment (majors, minors, tracks, concentrations)	0		
Percentages of female and male majors (separate out undergraduate, master's and doctoral)	Number	Percentage	
	# Female (UG/MA)	35/13	18.5%/43.3%
	# Male (UG/MA)	154/17	81.5%/56.7%
Student Demographics: Number of Students by race/ethnicity (separate out undergraduate, master's and doctoral)	Number	Percentage	
	# African American/Black	42/6	22.2%/20%
	# American Indian/Alaskan Native	5/0	2.6%/0.0%
	# Asian		
	# Caucasian/White	130/22	68.8%/73.3%
	# Hispanic/Latinx	5/1	2.6%/3.3%
	# Native Haw./Pac. Isl./Asian	4/0	2.1%/0.0%
	# Two or more races		
# Unknown	2/0	1.1%/0.0%	
Student: Faculty Advising Ratio	Number		
	#Students		
#Faculty			
Total Number of Full-time, Tenured or Tenure Track Sport Management Faculty	Number	Percentage	
	Full-time faculty	7	100%
	#Tenured faculty	3	42.8%
	#Tenured track faculty	1	14.4%
	#Fixed-term faculty	3	42.8%
Total Number of Part Time/Adjunct Sport Management Faculty	Number	Percentage	
	Adjunct		
#PT faculty	2	100%	
Ratio of Male and Female Faculty	Number		
	#Female Faculty	2	28.6%
	#Male Faculty	5	71.4%
Faculty Demographics: Number of Faculty by race/ethnicity	Number	Percentage	
	# African American/Black	1	14.3%
	# American Indian/Alaskan Native	0	0.0%
	# Asian	0	0.0%
	# Caucasian/White	6	85.7%
	# Hispanic/Latinx	0	0.0%
	# Native Hawaiian/Pacific Islander	0	0.0%
	# Two or more races	0	0.0%
# Unknown	0	0.0%	