

Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

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
Goal 1: Align B.S. Sport Management with updated COSMA CPC to include an ACCT 209 Survey of Accounting and Finance (accounting for non-majors)			
Measure 1: Curriculum forms to include ACCT 209 to the B.S. Sport Management Degree Completion Plan: See Major Foundational Courses https://www.liberty.edu/registrar/wp-content/uploads/sites/119/2020/03/SMGE-BS-R.pdf The same change was made for each cognate: General (linked above), Sport Administration, Sport Communication & Public Relations, Sport Outreach, Sport Venue Management	Add ACCT 209	The addition of ACCT 209 was approved for implementation during the 2023-2024 academic year.	Meets expectation
Goal 2: Explore options for including Sales content in the B.S. in Sport Management			
Measure 1: Meeting minutes (Attachment E: Liberty_NASCAR University Slide Deck) (Attachment F: External Liberty NASCAR University)	Discuss collaborative opportunities within the School of Business to provide sales training for sport management students.	Several virtual conversations with NASCAR representatives – see slide deck and related articles	Meets expectation
Goal 3: Rebalance full-time faculty loads with the addition of new faculty member			
Measure 1: Faculty load chart (Attachment G: HSM Faculty Load Chart)	Overload hours will be reduced for all full-time faculty members	Two faculty members had overload hours reduced. One faculty member had	Partially meets See Notes below

		<p>overload hours remain the same.</p> <p>The new faculty member did not have overload.</p>	
--	--	---	--

Notes: Sport Management faculty teach across programs in the Department of Hospitality & Sport Management, and there are shared courses.

Enrollment growth across programs increased the number of students in underloaded sections and presented the need for additional course sections.

One faculty member earned promotion from Assistant to Associate Professor – this promotion included a reduction in required minimum teaching credit hours from 30 credit hours per academic year to 24 credit hours per academic year.

Two (2) full-time graduate student assistants (GSAs) were assigned to departmental faculty to support faculty load

The enrollment increases are being carefully examined to understand their impact on staffing.

Goal 4: The LU Sport Management faculty recognize the benefits of the research skills and seek to develop a culture of research and scholarship within the Department of Hospitality & Sport Management.

Measure 1: Sport Leadership Summit (SLS) Poster session participation report	Target: 80% participation by students in SETM 415 (Fall 2022) in the poster session at the Sport Leadership Summit (SLS)	100% participation	Exceeds expectations 2022 SLS program: https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf
Measure 2: Sport Leadership Summit (SLS) outsider research presentation report	Target: There will be three (3) research presentations made by non-LU presenters.	2 outside research presentations - oral 2 outside research presentations - poster	Exceeds expectations 2022 SLS program: https://www.liberty.edu/business/wp-content/uploads/sites/3/2022/10/SLS-Program_2022-1.pdf
	<p>Oral Presentations:</p> <p>You're the Nebraska AD – Who do you hire? A Teaching and Learning Presentation Robert Zullo, Westminster College (PA) and Riley Lewis, Westminster College (PA)</p>		

		<p>Application of The Leadership Challenge Curriculum to a Division III Athlete Leadership Development Course Katherine R Griffes & Luke Svrcek, SUNY Oneonta</p> <p>Poster Presentations:</p> <p>Why are we playing THIS team? A case study of Division I Football Bowl Subdivision Scheduling. Authors Dr. Robert Zullo & Riley Lewis</p> <p>Perspectives of Effective and Ineffective Athlete Leadership Practices at the Division III Level Authors: Dr. Katherine R. Griffes & Luke Svrcek</p>	
<p>Goal 5: Identify summer course offerings to meet the needs of undergraduate students</p>			
<p>Measure 1: Summer course survey</p>	<p>Review summer course survey to inform offerings</p>	<p>Feedback from students supported offering SMGT 310 as a May intensive.</p>	<p>Meets expectations</p> <p>Additional residential summer courses are offered in partnership with NCAA Athletics – Summer Bridge: SMGT 201 and SMGT 300</p>