

Program-Level Operational Effectiveness Goals Matrix Academic Year 2023-24

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: Submit COSMA Self-Study			
Measure 1: Email confirmation of submission	In progress		Targeting a Spring 2025 visit
Goal 2: Increase enrollment in SETM 497 Sport Leadership Summit by 20%			
Measure 1: Class enrollment data	Fall 2022 Enrollment: 39 students Fall 2023 Enrollment Target: 47 students	Fall 2023 Enrollment: 67 students See Attachment E	Exceeds expectations
Goal 3: Examine B.S. Sport Management cognate courses and recommend revisions (as appropriate)			
Measure 1: Meeting minutes	In progress		Meets expectation
Goal 4: Modify SMGT cognate course offerings to support balanced enrollment: Outdoor Adventure Sport (OAS) Cognate, Tourism (TOUR) Cognate			
Measure 1: Schedule in ASIST	Courses in these cognates will be offered twice per year Fall B: Course 1 Fall D: Course 2 Spring B: Course 3 Spring D: Course 1 Summer B: Course 2 Summer D: Course 3	All three OAS courses, All three TOUR courses were offered in the fall and spring semesters See Attachment F	Does not meet expectation – reassess for AY 2023-2024
Goal 5: Complete modification to the Thesis Process Develop SMGT 688, Re-Develop/Design: SMGT 689, SMGT 690			

Measure 1: Syllabi: SMGT 688, SMGT 689, SMGT 690	In progress		
Measure 2: Updated degree completion plans (DCPs)	2024-2025 not active/available yet		https://www.liberty.edu/registrar/dcps/graduate-dcps-online-residential-2024-2025/