

Program-Level OEG Matrix Academic Year 2024-25

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 - Improve Student Retention and Graduation Rates			
Measure 1 – Institutional retention and graduation data disaggregated by cohort	70% first-to-second year retention rate for SRM majors	61% SRM 74% Institution	Does Not Meet
Measure 2 - Institutional graduation data	50% four-year graduation rate	39% SRM 43% Institution	Does Not Meet
OEG 2 - Expand Experiential Learning and Community Engagement			
Measure 1 - Practicum enrollment and completion records	100% of SRM students will participate in at least one practicum, internship, or field experience per academic year		Insufficient Data
Measure 2 - Student reflection assignments and surveys	90% of students will report satisfaction with experiential learning opportunities		Insufficient Data
OEG 3 - Maintain Faculty Participation in Professional Development and Scholarship			
Measure 1 - Faculty activity reports	100% of full-time SRM faculty will participate in at least one professional development or scholarly activity annually		Meets Expectation
Measure 2 - Faculty activity reports	At least one scholarly product or presentation (e.g., conference, journal, or consulting report) per year		Meets Expectation
OEG 4 - Strengthen Curriculum Through Systematic Assessment and Review			
Measure 1 - Course Summary Assessment Documents	100% of required SRM courses will include at least one embedded, rubric-based assessment mapped to a PLO		Insufficient Data
Measure 2 - SRM Annual Program Review - Curriculum Committee records	At least one annual program improvement action (curriculum, teaching, or advising)	3 approved curriculum improvements	Exceeds Expectations

	based on assessment results		
OEG 5 - Increase Visibility and Value of the SRM Program to Internal and External Stakeholders			
Measure 1 - Meeting minutes and feedback from Advisory Board	At least one advisory board meeting annually with feedback used in strategic planning		Insufficient Data
Measure 2 - Event participation tracking	Launch or expansion of at least one employer-facing initiative or student career preparation event per year		Insufficient Data
OEG 6 - Develop Students' Career and Professional Development Planning			
Measure 1 - SRM Career Development Plan and SRM Career Development Plan Rubric evaluation	All students will complete a Career Development Plan		Insufficient Data
Measure 2 - Career Readiness Survey	Students will feel career ready	Mean 3.73	Does not Meet Expectations
Note: You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure.			