

Program-Level Operational Effectiveness Goals Matrix Academic Year 2025–2026

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 – First-to-second-year retention	70%	61% vs 73% Institutional	Does Not Meet
Measure 2 - Four-year graduation rate	50%	44% vs 41% Institutional	Does Not Meet
OEG 2 - Expand Experiential Learning and Community Engagement			
Measure 1 - Practicum enrollment and completion	100%	90% of eligible and required students enrolled	Does Not Meet
Measure 2 - Student reflections/surveys	90% of items will receive a mean above 4 on a 5-point Likert agreement scale	Not administered	Insufficient Data – should be administered in all internship and practicum courses in AY 26-27
OEG 3 - Maintain Faculty Participation in Professional Development and Scholarship			
Measure 1 - full-time SRM faculty participate in at least one professional-development or scholarly activity	100%	2 of 2 full-time SRM faculty, participated in at least one professional-development or scholarly activity.	Meets Expectations
Measure 2 - At least one scholarly product, presentation, or consulting report per year	>/- 1	Faculty completed at least two conference presentations and multiple consulting or applied-scholarship activities.	Exceeds Expectations
OEG 4 - Strengthen Curriculum Through Systematic Assessment and Review			
Measure 1 - SRM courses include an embedded rubric-based assessment mapped to a PLO	100%	12/13 courses met this requirement or 92%	Does Not Meet
Measure 2 - Annual program review and curriculum records	At least one annual program-improvement action based on assessment results	Two documented improvement actions: revision of SM3120 course learning outcomes and revision of PLO 2	Exceeds Expectation
OEG 5 - Increase Visibility and Value to Internal and External Stakeholders			

Measure 1 – Advisory Board meeting minutes and feedback	At least one advisory-board meeting annually, with feedback used in planning.	The advisory board remains in the early development stage. No meeting was held during 2025–26.	Does not meet
Measure 2 - Launch or expand at least one employer-facing or career-preparation initiative annually.	>= 1	4 Examples: ☐ Student participation in a career fair and professional conference at Holy Cross ☐ Collaboration with the New England Revolution at Foxborough Stadium ☐ Applied projects with the New Hampshire Soccer League ☐ The Sport and Adventure Tourism immersion experience	Exceeds Expectations
OEG 6 - Develop Students' Career and Professional Development Planning			
Measure 1 - All students complete a Career Development Plan	100%	73% of students complete a plan	Does not meet
Measure 2 - Career Readiness Survey	100% of items have mean greater than 4.0 on a 5-point Likert agreement scale	95% of items had a mean above 4.0 with the exception of interviewing confidence	Does not meet
Note: You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure.			