

Operational Effectiveness Goals Assessment Summary

Academic Year 2025–2026

The Wilmington College Sport Management Program annually assesses its Operational Effectiveness Goals (OEGs) to evaluate program performance, student success, experiential learning, career preparation, student engagement, and continuous improvement. Assessment results are used to identify program strengths and areas for continued development.

OEG 1 – Student Success, Retention, and Program Completion

Operational Effectiveness Goal: The Sport Management Program will support student success by improving retention, academic progression, and successful completion of the Sport Management curriculum.

Assessment Results: The program established an 80% first-to-second-year retention benchmark; official retention results are pending final institutional enrollment data. For curriculum progression, 19 of 19 students (100%) successfully completed required Sport Management curriculum milestones, exceeding the established 90% benchmark. Additionally, 19 of 19 students (100%) completed their Sport Management degree requirements and graduated during the assessment period.

Continuous Improvement: The program will continue supporting student retention and degree completion through intentional advising, early student engagement, experiential learning, professional development, and increased connections to the sport industry. Retention data will continue to be monitored as institutional data becomes available.

OEG 2 – Internship and Experiential Learning Success

Operational Effectiveness Goal: The Sport Management Program will provide meaningful experiential learning opportunities that allow students to apply classroom knowledge, develop professional skills, and gain practical experience within the sport industry.

Assessment Results: 100% of graduating students successfully completed the required SM470 Internship or SM495 Capstone Field Experience. In addition, 100% of students received Meets Expectations or Exceeds Expectations ratings from internship supervisors, exceeding the established 90% benchmark.

Continuous Improvement: Experiential learning remains a strength of the Sport Management Program. The program will continue expanding internship partnerships, capstone opportunities, and industry experiences while using employer feedback to strengthen student professional preparation.

OEG 3 – Industry Engagement, Employer Satisfaction, and Career Preparation

Operational Effectiveness Goal: The Sport Management Program will develop meaningful relationships with sport industry stakeholders, alumni, and employers to enhance student career preparation and increase employment and graduate education opportunities.

Assessment Results: 100% of internship supervisors indicated satisfaction with student performance. Additionally, 15 of 19 graduates (79%) obtained full-time employment or continued their education through graduate programs, exceeding the established 75%

benchmark. 19 of 19 respondents (100%) indicated that the Sport Management Program prepared them for career success.

The Sport Management Advisory Council engagement benchmark was not met during the assessment period due to a transition in program leadership and the process of evaluating and rebuilding the council.

Continuous Improvement: The program will prioritize rebuilding and expanding the Sport Management Advisory Council with engaged alumni, industry professionals, and community partners. Stakeholder feedback will be used to strengthen curriculum relevance, identify emerging industry trends, and enhance student career pathways.

OEG 4 – Student Engagement and Professional Development

Operational Effectiveness Goal: The Sport Management Program will provide students with professional development opportunities that enhance networking, leadership skills, industry knowledge, and career readiness.

Assessment Results: 100% of students participated in professional development activities, exceeding the established 80% benchmark. Professional experiences included opportunities connected with major sport organizations and events. Additionally, 75% of students participated in Sport Management organizations, professional events, volunteer opportunities, or programsponsored activities, exceeding the established 50% benchmark.

Continuous Improvement: The program will continue expanding professional networking, industry partnerships, alumni involvement, experiential learning, and student leadership opportunities. Future efforts will also focus on increasing participation across all Sport Management program activities.

OEG 5 – Continuous Improvement and Assessment

Operational Effectiveness Goal: The Sport Management Program will use assessment results, faculty development, and industry feedback to continuously improve curriculum, student learning, and program effectiveness.

Assessment Results: 100% of Sport Management courses completed required assessment activities. Faculty also implemented assessment-driven improvements through updated course content, revised assignments, industry-based projects, updated resources, and curriculum enhancements.

Continuous Improvement: Student Learning Outcome and Operational Effectiveness Goal assessment results will continue to guide decisions related to curriculum development, student learning, experiential opportunities, industry expectations, and professional preparation.

Overall Operational Effectiveness Summary

Results from the 2025–2026 academic year demonstrate strong overall performance across the Wilmington College Sport Management Program's Operational Effectiveness Goals. The program exceeded established benchmarks in curriculum progression, graduation, experiential learning, employer satisfaction, career preparation, student engagement, professional development, and assessment activities.

Assessment also identified areas for continued attention, particularly student retention monitoring and rebuilding the Sport Management Advisory Council. These findings will be used

to guide future program decisions and support the program's commitment to continuous improvement and student success.