

Program-Level Operational Effectiveness Goals 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: Enhance Student Access and Success			
Measure 1: # of enrollment	BS: 120, MS: 30	BS: 135 MS: 50	Exceeds expectation
Measure 2: first year student retention rate	BS: 70%	73.75%	Meets expectation
Measure 3: four (BS) /two (MS)-year graduation rate	BS: 80%, MS: 60%	BS: data requested MS: data requested	Insufficient Data Not yet available for this academic year.
Measure 4: Job placement rate for all graduates	BS: 85%, MS: 95%	BS: 73.33%* employed, 36.36%* graduate school MS: 100%*	Insufficient Data *AY 22-23: Not yet available for this academic year.
OEG 2: Improve Academic Excellence			
Measure 1: # of faculty publications	3 publications	5	Meets Expectation
Measure 2: # of student co-curricular activities	BS: 50%	n/a	Survey data will be collected in AY 2025–2026.
OEG 3: Enhance Organizational Excellence of the Program			
Measure 1: Expenditures on faculty scholarship support	\$1000/faculty	\$1000/faculty	Meets Expectation
Measure 2: Net tuition revenue per FTE	NA	Approx. \$1110	*Based on Budget 25, does not include summer 2025
OEG 4: Enrich Inclusive and Diverse Community			
Measure 1: # of students participating in SM student organization and/or faculty-led organization	BS: 20	SSMO: SAC:	The program will (re)launch the student organization and club in AY 25-26
OEG 5: Develop External Relations and Development			
Measure 1: # of community partnerships	5	7	Meets Expectation
Measure 2: % of internship placement	BS: 80%, MS 80%	BS: 100%, MS 100%	Meets Expectation
OEG 6: Enhance Program Excellence and reputation			
Measure 1: #of creative work presented or displayed	2 creative works	2	Meets Expectation
Measure 2: # of affiliations	2	3	Meets Expectation
Note: You may have more or fewer OEGs than listed above. This matrix does not require identification of direct or indirect measure.			