



# ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS & PROGRAMS

July 26, 2019

Dr. Gina Fantasia  
Associate Professor/Director of Accreditation  
Fairmont State University  
1201 Locust Avenue, 107a Jaynes Hall  
Fairmont, WV 26554

Dear Dr. Fantasia:

The Baccalaureate/Graduate Degree Board of Commissioners met on April 27, 2019 and reviewed your Status Report on Notes and Conditions. After review, the Board voted to accept the report with no notes, conditions, or opportunities for improvement, removing the Condition on Standard 4 and Notes on Criteria 2.2 and 5.5. The Board provided comments:

**Remove the Condition on Standard 4:** Significant progress is being made on identifying learning outcomes and in improving educational processes for student learning outcomes.

**Remove the Note on Criterion 2.2:** Development of a revised strategic plan has been documented.

**Remove the Note on Criterion 5.5:** The prevalence of excessive faculty workloads has been resolved.

Your Full Quality Assurance Report will be due 2/15/2023 and your reaffirmation is scheduled for 2025. Please contact Dr. Phil Lewis at (405) 425-5560, or by e-mail at phil.lewis@oc.edu with any questions or concerns.

ACBSP is looking forward to our continued relationship with Fairmont State University. Thank you for providing quality business programs for your students. We are happy to have you as one of our valued members.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Parscale', written in a cursive style.

Steve Parscale, Ph.D.  
Chief Accreditation Officer

Cc: Dr. Phil Lewis

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## Status Report on Notes and Conditions - Introduction

2019 Update on Notes and Conditions



### Accreditation Council for Business Schools and Programs (ACBSP) Self-Study Title Page

**Institution Name**   Fairmont State University  
**Self-Study Year**   2017 - 2018  
**Submission Date**   2/14/2019

#### President/Chancellor

**Title**   President  
**First Name**   Mirta  
**Last Name**   Martin

#### Chief Academic Officer

**Title**   Provost  
**First Name**   Richard  
**Last Name**   Harvey

#### Dean/Head of Business School

**Title**   Dean  
**First Name**   Timothy

**Last Name** Oxley

### Primary contact during the accreditation process

**Honorific** Dr

**First Name** Gina

**Last Name** Fantasia

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**Address Line 2**

**City** Fairmont

**State/Province** WV

**Zip/Postal Code** 26554

**Country** USA

## II - Status Report on Conditions and Notes

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### Self-Study

Status: Completed | Due Date: 2/15/2019

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**Assigned To**  
Gina Fantasia

### Institution Summary

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#### 2019 Status Update on Notes and Condition

The Fairmont State University School of Business has worked diligently to address matters raised in the notes or condition to our accreditation. The following narrative and the attached evidence, we believe, illustrate the substantial progress made in each of those areas.

#### I. Condition on Standard 4

The August 10, 2017 Letter included the following comment:

Condition on Standard 4: The Business School is clearly making progress in assessing student learning outcomes, but not enough progress to remove the Condition on Standard 4. The Accounting program has 6 outcomes with 2 measures related to each. However, instead of a rubric measurement, many of these are based on student grades in a course, which are not always a clear indicator of student learning.

The Fairmont State University School of Business has dedicated significant time and effort to developing and implementing an effective process for assessment of student learning with an emphasis on “closing the loop.” [Exhibit I-1 - Assessment Process Cycle](#), attached, summarizes that process.

As described in *Exhibit I-1*, each term, faculty members enter assessment data for each course. Courses have been mapped to program outcomes and, for each academic term, program faculty use course assessment data and other measures to analyze how well we are achieving program outcomes, and develop action plans for improvements based on an analysis of the assessment data.

The current institutional Taskstream template, which the School of Business is required to use, frankly, is complex and opaque; it requires anyone reviewing our assessment practices to look in several places to verify that a complete continuous improvement loop has been completed.[1] While we continually refine assessment measures, each School of Business program completes the full continuous improvement cycle: for each academic term, each program develops a summary assessment report, develops an action plan and implements changes based on those plans. See, e.g., [Exhibit I-2 BSBA Program Status Report 2017-2018](#).

Attached as exhibits are copies of each of the other programs' annual assessment results/plans. Because of the convoluted nature of our institutionally mandated Taskstream template, each has a slighted different name and look, depending on within which section of the Taskstream template the program coordinator worked. For the Accounting program, also attached are the program meeting minutes, because the document contains its action plan [this document is attached as an “additional document” in the Accounting section of Taskstream]. See also, [Exhibit I-3 Accounting Program Assessment Results 2017-2018](#); [Exhibit I-3a Accounting May 15th 2017 Meeting Minutes](#); [Exhibit I-4 ISM Program Action Plan 2017-2018](#); and [Exhibit I-5 MBA Program Assessment Results 2017-2018](#).

The metrics used to assess Accounting Program Outcomes are grades received on particular problems, case studies, audit measures, and presentations in mapped courses, and not on the grade for the courses as a whole. Given the complexity of our current Taskstream template, it is difficult to see that without reference to multiple documents. We believe a simplified template, to be launched shortly, will make it easier for us and our accreditors to review our assessment efforts.

Additionally, we are working to improve our summative assessment data. In the past, we have tried to incentivize students to take the MFT exam. The results were that a very small number of students actually took the exam, and obtaining more refined analysis of the MFT results was costly. In Spring 2017, we had all students in one required, senior-level course take the exam, which more than tripled our number of examinees; however, we were still left with little refined analysis of program effectiveness. In 2018, we decided to pilot the Peregrine summative exam, which we are calling the Peregrine CPC exam. Pleased with its customizable nature and the cost-effective flexibility of analysis offered by the instrument, we will be implementing an annual administration of the Peregrine instrument to aid our summative program assessment.

Individual faculty members and each program regularly review, reflect upon and implement changes based on assessment results. While programs and individual faculty members continue to refine assessment goals/outcomes and the metrics used to evaluate performance, a full continuous improvement loop is in place and in practice in each program.

## II. Note on Standard 2

The August 10, 2017 Letter included the following comment:

Note on Standard 2: The Note on Criterion 2.2 is still in effect. The school has made progress in this area, but plans to develop a new comprehensive strategic plan in the 2017-18 academic year.

[Exhibit II-1 Strategic Planning Process Cycle Summary](#), attached, illustrates the strategic planning process developed and implemented since the 2017 Quality Assurance report. As *Exhibit II-1* displays, our process develops a plan centered on achieving the School of Business's mission, and aligned to the mission and strategic plan of our institution. The process incorporates input from all major stakeholders, while the specific goals, objectives and tactical activities of the plan are refined through faculty/leadership collaboration. Our process requires the faculty and the leadership team to review and analyze our progress regularly.

We are currently in Year-Two of a 3-year cycle, working through the plan and actions outlined in [Exhibit II-2 Strategic Goals-Objectives-Action Plan](#), also attached. Planning discussions have already begun to repeat, during the 2019-2020 academic year, the planning activities necessary to develop the 2021-2024 plan.

## III. Note on Standard 5.5

The August 10, 2017 Letter included the following comment:

Note on Standard 5: The Note on 5.5 is still in effect, as there are still too many faculty overloads.

Because we fully understand the importance of ensuring the quality of the education provided to our students, the School of Business has worked aggressively to reduce the number of courses taught on overload. Attached are [Exhibit III-1 Declining Percentage of Courses Taught on Overload Chart](#), and [Exhibit III-2 Columnar Chart Showing Decline in Faculty Overload](#), which document the results of our effort.

As is illustrated in *Exhibit III-1*, the percentage of courses taught on overload has been reduced from a high of 20% for Spring 2016 to 3% for Spring 2019. Dr. Oxley's assignment as Interim Dean required an overload to cover one course with students already enrolled; otherwise, the percentage of courses taught on overload would have been just 1%. Similarly, *Exhibit III-2* reveals that, while the number of courses taught by full-time faculty per term has remained relatively constant, the number of courses taught on an overload basis declined from a high of 15 during Spring 2016 down to 2 for Spring 2019.

Matters such as reassignment of personnel and the development of courses to support new programs may make it difficult to eliminate entirely any overload courses; the 3-year trend line, however, shows marked progress. The data displayed in *Exhibit III-1* and *Exhibit III-2* reflect an organizational culture in which faculty overload is considered an exception to be avoided and not the norm.

We have, also, taken into account the comments in the August 10, 2017 Letter beyond notes and conditions, and have taken steps to ensure those matters are addressed before our next Quality Assurance report in 2021.

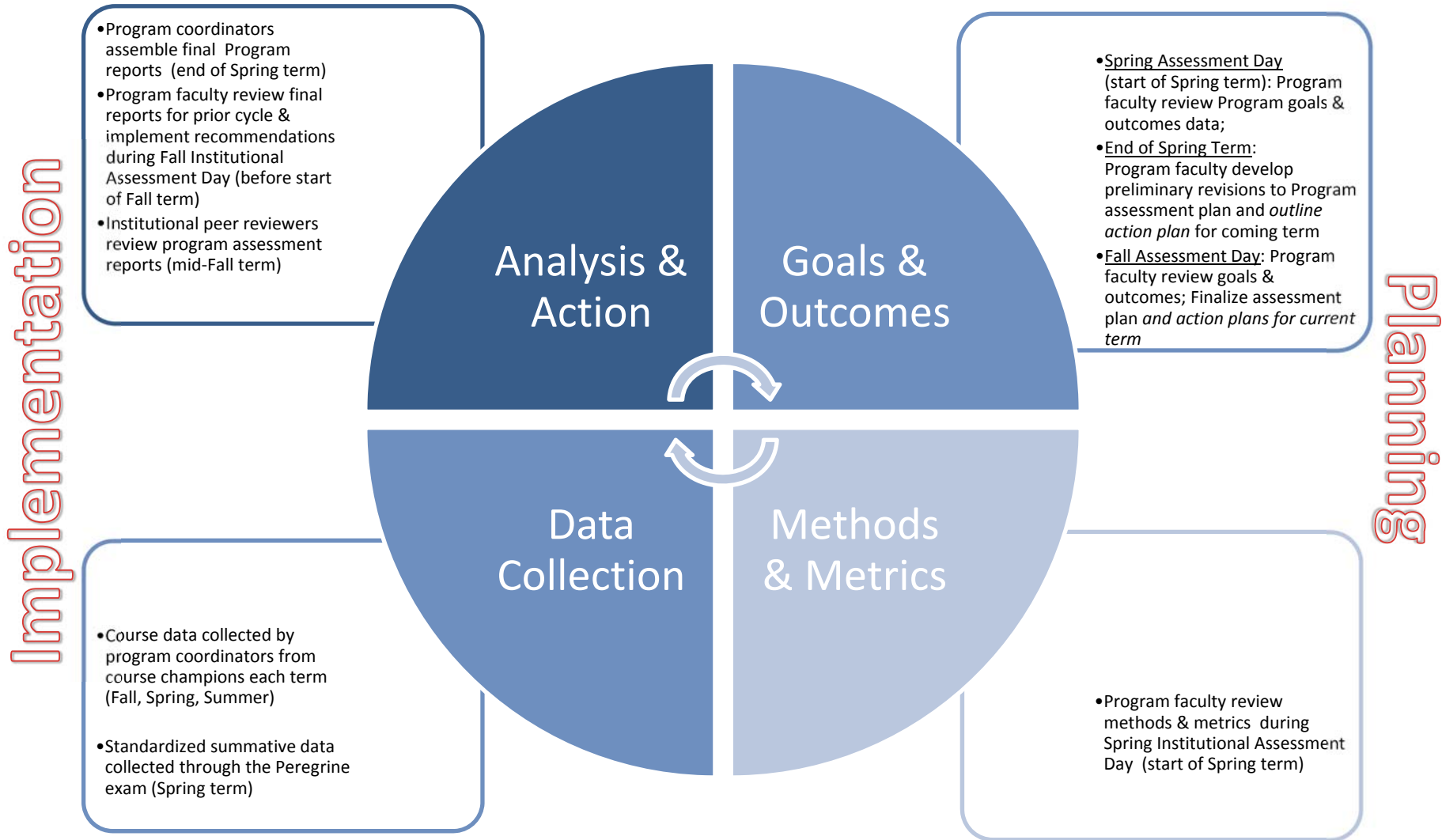
[1] We are pleased to report that a simplified Taskstream template is under development, which will make it easier for faculty to enter assessment information and easier for others to review that assessment information. The simplified template will be deployed before the next academic year.

## Sources

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- Exhibit I-1 - Assessment Process Cycle
- Exhibit I-2 BSBA Program Status Report 2017-2018
- Exhibit I-3 Accounting Program Assessment Results 2017-2018
- Exhibit I-3a Accounting May 15th 2017 Meeting Minutes
- Exhibit I-4 ISM Program Action Plan 2017-2018
- Exhibit I-5 MBA Program Assessment Results 2017-2018
- Exhibit II-1 Strategic Planning Process Cycle Summary
- Exhibit II-2 Strategic Goals-Objectives-Action Plan
- Exhibit III-1 Declining Percentage of Courses Taught on Overload Chart
- Exhibit III-2 Columnar Chart Showing Decline in Faculty Overload

School of Business Annual Assessment Process



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Fairmont State University and Pierpont C&TC AMS » 4. Fairmont State University (Academic) » School of Business » Department of Business  
**Business Administration**

2017-2018 Assessment Cycle

## Program Status Report

### Action Statuses

#### ▼ B.S. Business Administration Program Outcomes

B.S. Business Administration Program Outcomes

Upon successful completion of this program, students will be able to:

#### Outcome: B.S. Business Administration Program Outcome 1

Upon successful completion of the BSBA program, students will be able to demonstrate a foundation of business knowledge and technical skills (that supports and facilitates an appreciation of lifelong professional development).

▼	<b>Action:</b> Action for Outcomes 1-5/ Action for Outcome 1	
<p>Action details (take from Assessment Findings: Recommendations):</p>	<p>Relates to all Outcomes 1-5:</p> <ul style="list-style-type: none"> <li>• Add Curriculum Map chart showing level of learning (I-introduced, R-reinforced, M-mastered), color coded Bloom Taxonomy Cognitive Domain, and type of assessment activity.</li> <li>• All BSBA core curriculum courses mapped (1 of 2 ways) to BSBA program outcomes.</li> <li>• Use the Common Professional Component (CPC)- based Comprehensive (COMP)Exam offered by Peregrine Academic Services (PAS). For information on 12 topics areas, go to <a href="https://www.peregrineacademics.com/media.ashx/comparison-the-cpc-based-comp-exam-and-the-mtf.pdf">https://www.peregrineacademics.com/media.ashx/comparison-the-cpc-based-comp-exam-and-the-mtf.pdf</a>.</li> <li>• Review Peregrine topic areas and discuss among BSBA faculty which topic areas to include in test.</li> <li>• Continue reviewing and monitoring adjunct faculty assessment practice in order to increase levels of consistency and accuracy.</li> <li>• Complete “how to guide” developed by faculty members to assist in the assessment process for all faculty and adjuncts.</li> </ul> <p>Relates Only to Outcome 1:</p> <ul style="list-style-type: none"> <li>• Improve the knowledge base and prerequisite knowledge in these fundamental courses through experiential learning activities, replication, and application. This foundation will help nurture deeper learning in higher level courses. A student’s capacity to make sense of what they are reading is highly</li> </ul>	



dependent upon their background knowledge of the topic at hand.

- Collaboration of Business Core course professors to make sure coverage of foundational knowledge topics.
- Improve professor teaching effectiveness through professional development.
- Conduct a Cengage student survey for feedback on Unlimited Digital Subscription & MindTap.

Implementation Plan (timeline): 2017-2018 assessment cycle

Key/Responsible Personnel: Faculty

Budget Justification (if necessary): \$ 0.00

Budget request amount: \$0.00

Priority:

Status for Action for Outcomes 1-5/ Action for Outcome 1	
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Current Status:	Completed
Budget Status:	Approved
Additional Information (if needed):	<p>COMPLETED ITEMS Outcomes 1-5:</p> <ul style="list-style-type: none"> <li>• Added Curriculum Map chart showing level of learning (I-introduced, R-reinforced, M-mastered), color coded Bloom Taxonomy Cognitive Domain, and type of assessment activity.</li> <li>• Used the Common Professional Component (CPC)- based Comprehensive (COMP)Exam offered by Peregrine Academic Services (PAS) for the first time in May 2018. (For information on 12 topics areas, go to <a href="https://www.peregrineacademics.com/media.ashx/comparison-the-cpc-based-comp-exam-and-the-mtf.pdf">https://www.peregrineacademics.com/media.ashx/comparison-the-cpc-based-comp-exam-and-the-mtf.pdf</a>.)</li> <li>• Increased reviewing and monitoring adjunct faculty assessment practice in order to increase levels of consistency and accuracy.</li> </ul> <p>Relates Only to Outcome 1:</p> <p>COMPLETED</p> <ul style="list-style-type: none"> <li>• Improved the knowledge base and prerequisite knowledge in some fundamental courses through experiential learning activities, replication, and application. This foundation will help nurture deeper learning in higher level courses. A student's capacity to make sense of what they are reading is highly dependent upon their background knowledge of the topic at hand.</li> </ul>

Next Steps:

- Improved professor teaching effectiveness through professional development.

STILL WORKING ON Outcomes 1-5:

- Review Peregrine topic areas and discuss among BSBA faculty which topic areas to include in test.
- Complete “how to guide” developed by faculty members to assist in the assessment process for all faculty and adjuncts.

STILL WORKING ON:

- Collaboration of Business Core course professors to make sure coverage of foundational knowledge topics.
- Conduct a Cengage student survey for feedback on Unlimited Digital Subscription & MindTap.
- Continue to improve the knowledge base and prerequisite knowledge in ALL fundamental courses through experiential learning activities, replication, and application. This foundation will help nurture deeper learning in higher level courses. A student’s capacity to make sense of what they are reading is highly dependent upon their background knowledge of the topic at hand.
- Continue to improve professor teaching effectiveness through professional development.

Substantiating Evidence:

 [STATUS PROGRAM REPORT 2017-2018 Outcomes 1\\_5 and Outcome 1.docx](#) (Word Document (Open XML))

**Outcome: B.S. Business Administration Program Outcome 2**

Upon successful completion of the BSBA program, students will be able to use critical thinking to solve complex organizational problems.

<p>▼ <b>Action:</b> Action for Outcome 2</p>	
<p>Action details (take from Assessment Findings: Recommendations):</p>	<ul style="list-style-type: none"> <li>• Review 2017-18 assessment findings to ascertain level of improvement from revised instruction and content covered for both courses in Outcome 2.</li> </ul>
<p>Implementation Plan (timeline):</p>	<p>2017-2018 cycle</p>
<p>Key/Responsible Personnel:</p>	<p>Faculty</p>
<p>Budget Justification (if necessary):</p>	<p>\$0.00</p>

Budget request amount: \$0.00

Priority:

Status for Action for Outcome 2

Current Status: In Progress  
 Budget Status: Other  
 Additional Information (if needed): Still reviewing 2017-18 assessment findings to ascertain level of improvement from revised instruction and content covered for both courses in Outcome 2.  
 Next Steps: Compare assessment findings of 2018-19 to assessment findings of 2017-18.

**Outcome: B.S. Business Administration Program Outcome 3**

Upon successful completion of the BSBA program, students will be able to communicate effectively using oral, written, and electronic documentation skills.

▼ **Action:** Action for Outcome 3

Action details (take from Assessment Findings: Recommendations): With the creation of BSBA2299, Business Communications, students will have a specific business communications course taught within the School of Business tailored to student needs. Assessment for BSBA2299 will be reported in 2018-19. Students will also have the option to take BISM2800. These two courses are equivalent.  
 Implementation Plan (timeline): 2017-2018 cycle  
 Key/Responsible Personnel: Faculty  
 Budget Justification (if necessary): \$0.00  
 Budget request amount: \$0.00  
 Priority:

Status for Action for Outcome 3

Current Status: In Progress

Budget Status: Other

Additional Information (if needed):

Next Steps: Add BSBA2299, Business Communications, to TaskStream. Assessment for BSBA2299 will be reported in 2018-19. Students will also have the option to take BISM2800. Therefore, both BISM2800 and BSBA2299 will be need to be mapped to Outcome 3.

**Outcome: B.S. Business Administration Program Outcome 4**

Upon successful completion of the BSBA program, students will have a conceptual understanding of the overall context of international business and the ability to link theory to practice.

<p>▼ <b>Action:</b> Action for Outcome 4</p>	
<p>Action details (take from Assessment Findings: Recommendations):</p>	<ul style="list-style-type: none"> <li>• Report McGraw Hill’s Connect data analytics for BSBA3320.</li> <li>• In addition to BSBA3320 – International Business – course, students have 2 opportunities to travel abroad experiencing a variety of business cultures. One trip is offered during the “D” term in December and another trip is offered during Spring Break. Student participation will be reported for these trips in 2018-19 and in future years to see if upward trend in participation.</li> </ul>
<p>Implementation Plan (timeline):</p>	<p>2017-2018 Cycle</p>
<p>Key/Responsible Personnel:</p>	<p>Faculty</p>
<p>Budget Justification (if necessary):</p>	<p>\$0.00</p>
<p>Budget request amount:</p>	<p>\$0.00</p>
<p>Priority:</p>	
<p>Status for Action for Outcome 4</p>	
<p>Current Status:</p>	<p>Not started</p>
<p>Budget Status:</p>	<p>Other</p>
<p>Additional Information (if needed):</p>	
<p>Next Steps:</p>	

- Report McGraw Hill’s Connect data analytics for BSBA3320.
- In addition to BSBA3320 – International Business – course, students have 2 opportunities to travel abroad experiencing a variety of business cultures. One trip is offered during the “D” term in December and another trip is offered during Spring Break. Student participation will be reported for these trips in 2018-19 and in future years to see if upward trend in participation.

**Outcome: B.S. Business Administration Program Outcome 5**

Upon successful completion of the BSBA program, students will be able to assess the implications of personal value, legal, ethical and social issues of individual and organizational business activities.

<p>▼ <b>Action:</b> Action for Outcome 5</p>	
<p>Action details (take from Assessment Findings: Recommendations):</p>	<ul style="list-style-type: none"> <li>• With the completion of a more extensive curriculum map, it will clearly show that the implications of personal value, legal, ethical and social issues of both individual and organizations are being introduced and reinforced in lower level courses. Collaboration of professors in these Introductory and Reinforced courses can collaborate with the Mastered courses to help improve BSBA3306 and BSBA4420 outcomes.</li> </ul>
<p>Implementation Plan (timeline):</p>	<p>2017-2018 cycle</p>
<p>Key/Responsible Personnel:</p>	<p>Faculty</p>
<p>Budget Justification (if necessary):</p>	<p>\$0.00</p>
<p>Budget request amount:</p>	<p>\$0.00</p>
<p>Priority:</p>	
<p>Status for Action for Outcome 5</p>	
<p>Current Status:</p>	<p>In Progress</p>
<p>Budget Status:</p>	<p>Other</p>
<p>Additional Information (if needed):</p>	
<p>Next Steps:</p>	<ul style="list-style-type: none"> <li>• Finalizing completion of a more extensive curriculum</li> <li>• Professors in Introductory and Reinforced courses</li> </ul>

discussing Ethics and Business Law can collaborate with the Mastered courses to help improve BSBA3306 and BSBA4420 outcomes.

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**Accounting**

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2017-2018 Assessment Cycle

## Program Assessment Results

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### Finding per Measure

#### ▼ B.S. Accounting Program Outcomes

B.S. Accounting Program Outcomes

Upon successful completion of this program, students will be able to:

#### Outcome: B.S. Accounting Program Outcome 1

Demonstrate a foundation of business knowledge, team dynamics, and technical skills that supports and facilitates lifelong professional development

#### ▼ **Measure:** B.S. Accounting Program Outcome 1 Measure 1 *Program level Direct - Other*

Details/Description:	Intermediate Level: Students will complete the following classes before enrolling in ACCT 4410: BSBA 2204, BSBA 2209, BSBA 2211, BSBA 2212, BSBA 2221, BSBA 3310, BSBA 3320, BSBA 3306, BISM 2200, and BISM 2800.
Satisfactory Performance Standard:	70% of students enrolling in ACCT 4410 will have completed the following business classes: BSBA 2204, BSBA 2209, BSBA 2211, BSBA 2212, BSBA 2221, BSBA 3310, BSBA 3320, BSBA 3306, BISM 2200, and BISM 2800.
Ideal Performance Standard:	90% of students enrolling in ACCT 4410 will have completed the following business classes: BSBA 2204, BSBA 2209, BSBA 2211, BSBA 2212, BSBA 2221, BSBA 3310, BSBA 3320, BSBA 3306, BISM 2200, and BISM 2800.

Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

#### Findings for B.S. Accounting Program Outcome 1 Measure 1

Summary of Findings:	<p>Successful: 8 out of 9 students (89%) enrolling in ACCT 4410 have completed the classes.</p> <p>Unsuccessful: 1 out of 9 students (11%) enrolling in ACCT 4410 have not completed the classes.</p>
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation.
Reflections/Notes:	See Accounting Department Meeting Minutes in Additional Documentation.
Substantiating Evidence:	

[📎 Program Outcome 1 Measure 1](#) (Adobe Acrobat Document)



▼ **Measure:** B.S. Accounting Program Outcome 1 Measure 2  
*Program level Direct - Other*

Details/Description:	Advanced Level: Students will complete the major fields test before enrolling in ACCT 4410.
Satisfactory Performance Standard:	70% of students who enroll in ACCT 4410 will have completed the major fields test
Ideal Performance Standard:	90% of students who enroll in ACCT 4410 will have completed the major fields test
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for B.S. Accounting Program Outcome 1 Measure 2

Summary of Findings:	Successful: 0 out of 9 students (0%) enrolling in ACCT 4410 have completed the major fields test.
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Unsuccessful: 9 out of 9 students (100%) enrolling in ACCT 4410 have not completed the major fields test.

Results : Satisfactory Performance  
Standard Achievement: Not Met

Recommendations: See Accounting Department Meeting Minutes in Additional Documentation.

Reflections/Notes: See Accounting Department Meeting Minutes in Additional Documentation.

Substantiating Evidence:

[Ⓞ Program Outcome 1 Measure 2](#) (Adobe Acrobat Document)

**Outcome: B.S. Accounting Program Outcome 2**

Use critical thinking, and creative and logical analysis skills, strategies and techniques to solve complex business and accounting problems

▼ **Measure:** B.S. Accounting Program Outcome 2 Measure 4  
*Program level Direct - Student Artifact*

Details/Description:	Advanced: Students in ACCT 4410 will complete accounting research case on subject which there is no predetermined correct answer
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Satisfactory Performance Standard:	80% of students will complete the case with a grade of 75% or better.
Ideal Performance Standard:	95% of students will complete the case with a grade of 75% or better.
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for B.S. Accounting Program Outcome 2 Measure 4	
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Summary of Findings:	<p>Successful: 8 out of 9 students (89%) completed the research case with a grade of 75% or better.</p> <p>Unsuccessful: 1 out of 9 students (11%) completed the research case with a grade of less than 75%.</p>
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation.
Reflections/Notes:	See Accounting Department Meeting Minutes in Additional Documentation.

Substantiating Evidence:

[🔗 Student Artifact Outcome 2 Measure 4](#) (Adobe Acrobat Document)

<p>▼ <b>Measure:</b> B.S. Accounting Program Outcome 2 Measure 5 <i>Program level Direct - Other</i></p>	
<p>Details/Description:</p>	<p>Advanced: Students in Acct 4405 will complete an audit simulation case including planning, evidence evaluation, report generation, and communication</p>
<p>Satisfactory Performance Standard:</p>	<p>80% of students will complete the simulation with a grade of 75% or better</p>
<p>Ideal Performance Standard:</p>	<p>95% of students will complete the simulation with a grade of 75% or better</p>
<p>Implementation Plan (timeline):</p>	<p>The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.</p>
<p>Key/Responsible Personnel:</p>	<p>The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).</p>

Findings for B.S. Accounting Program Outcome  
2 Measure 5

Summary of Findings:	Successful: 7 out of 7 students (100%) completed the Auditing Case with a grade of 75% or better
Results :	Satisfactory Performance Standard Achievement: Exceeded; Ideal Performance Standard Achievement : Exceeded
Recommendations:	
Reflections/Notes:	Audit Case Simulation
Substantiating Evidence:	

[🔗 Student Artifact Outcome 2 Measure 5 Part 1](#) (Adobe Acrobat Document)

[🔗 Student Artifact Outcome 2 Measure 5 Part 2](#) (Adobe Acrobat Document)

[🔗 Student Artifact Outcome 2 Measure 5 Part 3](#) (Adobe Acrobat Document)

[🔗 Student Artifact Outcome 2 Measure 5 Part 4](#) (Adobe Acrobat Document)

**Outcome: B.S. Accounting Program Outcome 3**

Use clear and concise communication (oral, written, and electronic) to convey relevant financial and non-financial information to target audiences so that decision makers can formulate informed decisions and take action

**Measure:** B.S. Accounting Program Outcome 3 Measure 1

▼ *Program level Direct - Other*

Details/Description:	Introductory Level: Students will complete COMM 2202 before enrolling in ACCT 3302 -- Intermediate Accounting II
Satisfactory Performance Standard:	70% of students should enrolled in ACCT 3302 should have completed COMM 2202 with a grade of "C" or better
Ideal Performance Standard:	90% of students enrolled in ACCT 3302 should have completed COMM 2202 with a grade of "C" or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for B.S. Accounting Program Outcome 3 Measure 1

Summary of Findings:	<p>Successful: 17 out of 18 students (94%) completed COMM 2202 (or equivalent) before enrolling in ACCT 3302</p> <p>Unsuccessful: 1 out of 18 students (6%) did not</p>
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complete COMM 2202 (or equivalent) before enrolling in ACCT 3302

Results : Satisfactory Performance  
Standard Achievement: Met

Recommendations: See Accounting Department Meeting Minutes in Additional Documentation.

Reflections/Notes:

▼ **Measure:** BS Accounting Program Outcome 3 Measure 2  
*Program level Direct - Other*

Details/Description:	Intermediate Level: Students in ACCT 3350 -- Accounting Information Systems will deliver a brief, informal, individual presentation pertaining to an accounting information system subject
Satisfactory Performance Standard:	75% of students should complete the presentation in ACCT 3350 -- Accounting Information Systems with a 60% or better
Ideal Performance Standard:	90% of students should complete the presentation in ACCT 3350 -- Accounting Information Systems with a 60% or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and

documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

### Findings for BS Accounting Program Outcome 3 Measure 2

#### Summary of Findings:

Successful: 16 out of 17 students (94%) completed the individual Fraud Presentations.

Unsuccessful: 1 out of 17 students (6%) did not complete the individual Fraud Presentations.

#### Results :

Satisfactory Performance  
Standard Achievement:  
Exceeded; Ideal Performance  
Standard Achievement :  
Exceeded

#### Recommendations:

#### Reflections/Notes:

#### Substantiating Evidence:

[📎 Program Objective 3 M2 Statistics](#) (Adobe Acrobat Document)

[📎 Student Artifact Outcome 3 Measure 2](#) (Adobe Acrobat Document)



**Measure:** BS Accounting Program Outcome 3 Measure 5  
*Program level Direct - Student Artifact*

Details/Description:	Advanced Level: Students in ACCT 4410 will deliver an original fifteen - twenty minute presentation on an accounting topic
Satisfactory Performance Standard:	80% of students should complete the presentation with a grade of 75% or better
Ideal Performance Standard:	95% of students should complete the presentation with a grade of 75% or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 3 Measure 5

Summary of Findings:	<p>Successful: 8 out of 9 students (89%) completed the presentation with a grade of 75% or better.</p> <p>Unsuccessful: 1 out of 9 students (11%) completed the presentation with a grade of less than 75%.</p>
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Results :

Satisfactory Performance  
Standard Achievement: Met

Recommendations: See Accounting Department Meeting Minutes in Additional Documentation.

Reflections/Notes: See Accounting Department Meeting Minutes in Additional Documentation.

Substantiating Evidence:

[📎 Student Artifact Outcome 3 Measure 5](#) (Adobe Acrobat Document)

▼ **Measure:** BS Accounting Program Outcome 3 Measure 6  
*Program level Direct - Other*

Details/Description:	Introductory Level: Students will complete ENGL 1108 before enrolling in ACCT 3302
Satisfactory Performance Standard:	70% of students will have completed ENGL 1108 before enrolling in ACCT 3302
Ideal Performance Standard:	90% of students will have completed ENGL 1108 before enrolling in ACCT 3302
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of

record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

**Findings for BS Accounting Program Outcome 3 Measure 6**

Summary of Findings:	Successful: 17 out of 18 students (94%) completed ENGL 1108 before enrolling in ACCT 3302  Unsuccessful: 1 out of 18 students (6%) did not complete ENGL 1108 before enrolling in ACCT 3302
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation.
Reflections/Notes:	



**Measure:** BS Accounting Program Outcome 3 Measure 7  
*Program level Direct - Student Artifact*

Details/Description:	Intermediate Level: Students in ACCT 3325 will complete short writing assignments on selected accounting topics
Satisfactory Performance Standard:	80% of students will complete the writings with a grade of 60% or better

Ideal Performance Standard:	95% of students will complete the writings with a grade of 60% or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 3 Measure 7	
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Summary of Findings:	<p>Successful: 6 out of 6 students (100%) completed the written communication assignment with a grade of 60% or higher.</p> <p>Unsuccessful: 0 out of 6 students (0%) completed the written communication assignment with a grade of less than 60%.</p>
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation
Reflections/Notes:	
Substantiating Evidence:	

[📄 Student Artifact Outcome 3 Measure 7](#) (Adobe Acrobat Document)

**Outcome: B.S. Accounting Program Outcome 4**

Identify ethical issues associated with business situations and apply appropriate principles of ethics and civic responsibility

▼	<b>Measure:</b> B.S. Accounting Program Outcome 4 Measure 1 <i>Program level Direct - Student Artifact</i>	
Details/Description:	Intermediate Level: Students in upper-level accounting classes will adhere to the Academic Integrity Policy published in the syllabi.	
Satisfactory Performance Standard:	Zero violations of the Academic Integrity Policy are reported.	
Ideal Performance Standard:	Zero violations of the Academic Integrity Policy are reported.	
Implementation Plan (timeline):	Faculty will report violations of the Academic Integrity Policy at the end of each academic year.	
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).	

Findings for B.S. Accounting Program Outcome 4 Measure 1

Summary of Findings:	Successful: Zero violations of the Academic Integrity Policy were reported. There were 40 upper-level accounting students during the academic year.
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	
Reflections/Notes:	

▼ **Measure:** B.S. Accounting Program Outcome 4 Measure 2  
*Program level Direct - Student Artifact*

Details/Description:	Advanced Level: Students in ACCT 4410 will use the accounting Code of Professional Conduct to determine appropriate ethical choices.
Satisfactory Performance Standard:	80% of all students in ACCT 4410 will complete a case paper with a grade of 75% or better demonstrating appropriate ethical choices based on the accounting Code of Professional Conduct
Ideal Performance Standard:	95% of all students in ACCT 4410 will complete a case paper with a grade of 75% or better demonstrating appropriate ethical choices based on the accounting Code of Professional Conduct
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered.

Courses are assessed every three years in the semester in which the courses are offered.

**Key/Responsible Personnel:** The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

#### Findings for B.S. Accounting Program Outcome 4 Measure 2

<b>Summary of Findings:</b>	<p>Successful: 9 out of 9 students (100%) completed the case paper with a grade of 75% or better.</p> <p>Unsuccessful: 0 out of 9 students (0%) completed the case paper with a grade of less than 75%.</p>
<b>Results :</b>	Satisfactory Performance Standard Achievement: Met
<b>Recommendations:</b>	See Accounting Department Meeting Minutes in Additional Documentation.
<b>Reflections/Notes:</b>	See Accounting Department Meeting Minutes in Additional Documentation.

**Substantiating Evidence:**

[🔗 Student Artifact Outcome 4 Measure 2](#) (Adobe Acrobat Document)

**Outcome: B.S. Accounting Program Outcome 5**

Demonstrate general knowledge of accounting and apply relevant national and international accounting principles and standards to specific business activities and workplace situations

▼ **Measure:** Outcome 5 Measure 1  
*Program level Direct - Exam*

Details/Description:	Comprehensive Review Exam #2 (see attachment for exam content and testing schedule).
Satisfactory Performance Standard:	80% of accounting majors will complete the exam with a grade of 75% or better.
Ideal Performance Standard:	95% of accounting majors will complete the exam with a grade of 75% or better.
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation). All faculty members submit questions for the comprehensive review exam and maintain the review space for the content on Blackboard. See



attachment for faculty course responsibilities.

Supporting Attachments:

[Comprehensive Review Exam Content & Schedule](#) (Adobe Acrobat Document)

Findings for Outcome 5 Measure 1

Summary of Findings:	Successful: 14 out of 16 students (88%) completed the exam with a grade of 60% or better  Unsuccessful: 2 out of 16 students (12%) did not complete the exam with a grade of 60% or better.
Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation
Reflections/Notes:	

▼ **Measure:** Outcome 5 Measure 2  
*Program level Direct - Exam*

Details/Description:	Comprehensive Review Exam #4 (see attachment for exam content and testing schedule).
Satisfactory Performance Standard:	80% of accounting majors will complete the exam with a grade of 60% or better.

Ideal Performance Standard:	95% of accounting majors will complete the exam with a grade of 60% or better.
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation). All faculty members submit questions for the comprehensive review exam and maintain the review space for the content on Blackboard. See attachment for faculty course responsibilities.

Supporting Attachments:

[Comprehensive Review Exam Content & Schedule](#) (Adobe Acrobat Document)

Findings for Outcome 5 Measure 2	
Summary of Findings:	<p>Successful: 1 out of 14 students (7%) completed the exam with a grade of 60% or better</p> <p>Unsuccessful: 13 out of 14 students (93%) did not complete the exam with a grade of 60% or better.</p>
Results :	

Satisfactory Performance  
Standard Achievement: Not  
Met

Recommendations: See Accounting Department  
Meeting Minutes in  
Additional Documentation

Reflections/Notes:

▼	<p><b>Measure:</b> Outcome 5 Measure 3 <i>Program level Direct - Exam</i></p>
<p>Details/Description:</p>	<p>Comprehensive Review Exam #6 (see attachment for exam content and testing schedule).</p>
<p>Satisfactory Performance Standard:</p>	<p>80% of accounting majors will complete the exam with a grade of 60% or better.</p>
<p>Ideal Performance Standard:</p>	<p>95% of accounting majors will complete the exam with a grade of 60% or better.</p>
<p>Implementation Plan (timeline):</p>	<p>The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.</p>
<p>Key/Responsible Personnel:</p>	<p>The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation). All faculty members submit questions</p>

for the comprehensive review exam and maintain the review space for the content on Blackboard. See attachment for faculty course responsibilities.

Supporting Attachments:

[Comprehensive Review Exam Content & Schedule](#) (Adobe Acrobat Document)

Findings for Outcome 5 Measure 3	
Summary of Findings:	<p>Successful: 3 out of 10 students (30%) completed the exam with a grade of 60% or better</p> <p>Unsuccessful: 7 out of 10 students (70%) did not complete the exam with a grade of 60% or better.</p>
Results :	Satisfactory Performance Standard Achievement: Not Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation
Reflections/Notes:	

**Outcome: B.S. Accounting Program Outcome 6**

Use technology (e.g. computers, accounting software, information databases, and the World Wide Web) to facilitate and enhance accounting and financial research and reporting

▼ **Measure:** B.S. Accounting Program Outcome 6 Measure 1  
*Program level Direct - Other*

Details/Description:	Introductory Level: Students will complete BISM 2200 before enrolling in ACCT 3302
Satisfactory Performance Standard:	70% of students enrolled in ACCT 4410 should have completed BISM 2200 with a grade of "C" or better
Ideal Performance Standard:	90% of students enrolled in ACCT 4410 should have completed BISM 2200 with a grade of "C" or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

**Findings for B.S. Accounting Program Outcome 6 Measure 1**

Summary of Findings:	<p>Successful: 15 out of 18 students (83%) completed BISM 2200 before enrolling in ACCT 3302</p> <p>Unsuccessful: 3 out of 18 students (17%) did not complete BISM 2200 before enrolling in ACCT 3302</p>
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Results : Satisfactory Performance  
Standard Achievement: Met

Recommendations: See Accounting Department Meeting Minutes in Additional Documentation.

Reflections/Notes:

▼ **Measure:** BS Accounting Program Outcome 6 Measure 2  
*Program level Direct - Student Artifact*

Details/Description: Intermediate Level: Students in ACCT 4410 will complete a financial reporting project using commercially available accounting software

Satisfactory Performance Standard: 70% of students in ACCT 4410 should complete a financial reporting project using commercially available accounting software with a grade of 60% or better.

Ideal Performance Standard: 90% of students in ACCT 4410 should complete a financial reporting project using commercially available accounting software with a grade of 60% or better.

Implementation Plan (timeline): The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.

Key/Responsible Personnel: The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of

record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 6 Measure 2

**Summary of Findings:** Successful: 9 out of 9 students (100%) completed the financial reporting project.

Unsuccessful: 0 out of 9 students (0%) did not complete the financial reporting project.

**Results :** Satisfactory Performance  
Standard Achievement: Met

**Recommendations:** See Accounting Department Meeting Minutes in Additional Documentation.

**Reflections/Notes:** See Accounting Department Meeting Minutes in Additional Documentation.

**Substantiating Evidence:**

[📎 Student Artifact Outcome 6 Measure 2](#) (Adobe Acrobat Document)

▼ **Measure:** BS Accounting Program Outcome 6 Measure 3  
*Program level Direct - Student Artifact*

Details/Description:	Intermediate Level: Students in ACCT 4406 will complete individual income tax returns using commercially available income tax software
Satisfactory Performance Standard:	80% of students will complete the tax return with a grade of 75% or better
Ideal Performance Standard:	95% of students will complete the tax return with a grade of 75% or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 6 Measure 3	
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Summary of Findings:	<p>Successful: 15 out of 17 (88%) students completed the tax return with a grade of 75% or better.</p> <p>Unsuccessful: 2 out of 17 (12%) students completed the tax return with a grade of less than 75%.</p>
Results :	Satisfactory Performance Standard Achievement: Met



Recommendations: See Accounting Department Meeting Minutes in Additional Documentation

Reflections/Notes:

Substantiating Evidence:

[📎 Student Artifact Outcome 6 Measure3](#) (Adobe Acrobat Document)

▼ **Measure:** BS Accounting Program Outcome 6 Measure 5  
*Program level Direct - Student Artifact*

Details/Description:	Advanced Level: Students in ACCT 4410 will complete an original design for a presentation using personal productivity software
Satisfactory Performance Standard:	80% of students in ACCT 4410 will complete an original design for a presentation using personal productivity software with a grade of 75% or better.
Ideal Performance Standard:	95% of students in ACCT 4410 will complete an original design for a presentation using personal productivity software with a grade of 75% or better.
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of

record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 6 Measure 5

Summary of Findings: Successful: 8 out of 9 students (89%) completed the presentation with a grade of 75% or better.

Unsuccessful: 1 out of 9 students (11%) completed the presentation with a grade of less than 75%.

Results : Satisfactory Performance  
Standard Achievement: Met

Recommendations: See Accounting Department Meeting Minutes in Additional Documentation.

Reflections/Notes: See Accounting Department Meeting Minutes in Additional Documentation.

Substantiating Evidence:

[📎 Student Artifact Outcome 6 Measure 5](#) (Adobe Acrobat Document)

▼ **Measure:** BS Accounting Program Outcome 6 Measure 6  
*Program level Direct - Student Artifact*

Details/Description:

Satisfactory Performance Standard:	Advanced Level: Students in ACCT 4410 will complete a case which requires the use of a database and personal productivity software  80% of the students in ACCT 4410 will complete a case which requires the use of a database and personal productivity software with a grade of 75% or better
Ideal Performance Standard:	95% of the students in ACCT 4410 will complete a case which requires the use of a database and personal productivity software with a grade of 75% or better
Implementation Plan (timeline):	The program outcomes are assessed annually in the semester in which the related courses are offered. Courses are assessed every three years in the semester in which the courses are offered.
Key/Responsible Personnel:	The instructor of record is responsible for collecting and documenting assessment findings. There is only one instructor of record per course. The complete accounting faculty meets at least once per semester to review assessment findings (see Accounting Department Meeting Minutes in Additional Documentation).

Findings for BS Accounting Program Outcome 6 Measure 6	
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Summary of Findings:

Successful: 8 out of 9 students (89%) completed the case with a grade of 75% or better.

Unsuccessful: 1 out of 9 students (11%) completed the case with a grade of less than 75%.

Results :	Satisfactory Performance Standard Achievement: Met
Recommendations:	See Accounting Department Meeting Minutes in Additional Documentation.
Reflections/Notes:	See Accounting Department Meeting Minutes in Additional Documentation.

Substantiating Evidence:

[📎 Student Artifact Outcome 6 Measure 6](#) (Adobe Acrobat Document)

### Overall Recommendations

See Accounting Department Meeting Minutes in Additional Documentation.

### Overall Reflection

See Accounting Department Meeting Minutes in Additional Documentation.

## Accounting Department

### Meeting Minutes

May 15, 2017

Present:       *Jessica Mathew*  
  
                  *Jean Engebretson*  
  
                  *Leisa Muto*

#### I. Assessment

- Actions taken as a result of the December 6<sup>th</sup> meeting:
  1. Program Outcome 6 Measure 2 was assessed in Acct 4410 in Spring 2017.
  2. Program Outcome 3 Measure 4 (“Students in ACCT 4407 will deliver an original presentation of a comprehensive business income tax return”) was deleted
  3. Program Outcome 6 Measure 4 (“Students in ACCT 4407 will complete a business income tax return using commercially available income tax software”) was deleted
  4. The “Additional Documentation” section in Taskstream holds up to date accounting meeting minutes. We have decided not to upload anything to the Program Action Plan section of Taskstream.
  5. Leisa added a statement in the “External Advisory Board” section of Taskstream stating that the School of Business maintains the Advisory Board for all three departments for 2016-2017 school year.
  6. All assessment findings that were missing from Fall 2016 were entered into Taskstream by Jean and Jessica.
  
- Results for 2016-2107 Academic Year
  1. **Program Outcome 1 Measure 1 (Business Core classes before ACCT 4410)**
    - *43% of the students have achieved the standard.*
    - We are redesigning this measure to exclude those classes that are senior level courses. It is not possible to achieve this measure because students are enrolled in the senior level courses at the same time.
  2. **Program Outcome 1 Measure 2 (Major Fields Test)**
    - *7% of the students have achieved the standard.*
    - This is a weak measure because not enough students take the exam, and this exam is not given every year.
  3. **Program Outcome 2 Measure 4 (Research case in ACCT 4410)**
    - *100% of the students have achieved the standard.*
    - For two years in a row 100% of the students completed the case with a 60% or better. The students have 2-3 practice attempts before they write the research case, and they also have additional practice in the ARC class (which is currently Intermediate III) before

they take ACCT 4410. As a result, we will increase our standard from 60% to a standard of 75%.

- 4. Program Outcome 2 Measure 5 (Audit simulation in ACCT 4405)**
  - *100% of the students have achieved the standard.*
  - For two years in a row 100% of the students completed the case with a 60% or better. The students have 2 attempts to complete each assignment for the case and the second attempt was used for assessment. We will change our standard from 60% to a standard of 75%.
- 5. Program Outcome 3 Measure 1 (COMM 2202 before ACCT 3302)**
  - *94% of the students have achieved the standard.*
- 6. Program Outcome 3 Measure 2 (Informal presentation in ACCT 3350)**
  - *100% of the students have achieved the standard.*
  - We are not changing the standard from 60% to 75% due to inconsistent data from year to year. There were group presentations in Spring 2016 versus individual presentations in Spring 2017.
- 7. Program Outcome 3 Measure 3 (Presentation in ACCT 4406)**
  - *100% of the students have achieved the standard*
  - This measure is an intermediate measure and we are already measuring it in ACCT 3350 under Outcome 3 Measure 2. It's a group presentation under this measure, and we would prefer to measure it using an individual presentation.
- 8. Program Outcome 3 Measure 5 (Presentation in ACCT 4410)**
  - *100% of the students have achieved the standard.*
  - For two years in a row 100% of the students completed the case with a 60% or better. The students currently have practice presenting individually in ACCT 3325, before enrolling in ACCT 4410. Furthermore, students complete two individual presentation in ACCT 4410. The second presentation is used for assessment. We will change our standard from 60% to a standard of 75%.
- 9. Program Outcome 3 Measure 6 (ENGL 1108 before ACCT 3302)**
  - *94% of the students have achieved the standard.*
- 10. Program Outcome 3 Measure 7 (Short writing in ACCT 3325)**
  - *88% of the students have achieved the standard.*
  - This is the first time this outcome has been assessed. The performance standard language will be changed from a letter grade of "C" to a percentage in order to be consistent with other standards.
- 11. Program Outcome 3 Measure 8 (Memos in ACCT 4410)**
  - *100% of the students have achieved the standard.*
  - This is a duplicate measure of Outcome 3 Measure 7. Therefore, it will be deleted.

- 12. Program Outcome 4 Measure 1 (Ethics class before ACCT 4410)**
- *50% of the students have achieved the standard*
  - This is a poorly designed measure due to the fact that students cannot enroll in this class before their senior year. It is not possible to take this class prior to ACCT 4410.
- 13. Program Outcome 4 Measure 2 (Code of Professional Conduct in ACCT 4410)**
- *100% of the students have achieved the standard.*
  - We are not satisfied with the assignment used to measure this outcome. We will investigate a different assignment to use for the measure.
- 14. Program Outcome 5 Measures 1 – 3 (Comprehensive Review Exams)**
- *72% of the students have achieved Outcome 5 Measure 1.*
  - *71% of the students have achieved Outcome 5 Measure 2.*
  - *54% of the students have achieved Outcome 5 Measure 3.*
  - Although we did not achieve the measure, the scores have improved since last year (the first year of the exams).
- 15. Program Outcome 6 Measure 1 (BISM 2200 before ACCT 3302)**
- *83% of the students have achieved the standard.*
- 16. Program Outcome 6 Measure 2 (Computerized accounting project)**
- *93% of the students have achieved the standard.*
- 17. Program Outcome 6 Measure 3 (Tax return in ACCT 4406)**
- *88% of the students have achieved the standard.*
  - For two years in a row 100% of the students completed the return with a 60% or better. We will change our standard from 60% to a standard of 75%.
- 18. Program Outcome 6 Measure 5 (Presentation software in ACCT 4410)**
- *100% of the students have achieved the standard.*
  - For two years in a row 100% of the students completed the case with a 60% or better. We will change our standard from 60% to a standard of 75%.
- 19. Program Outcome 6 Measure 6 (Database software in ACCT 4410)**
- *100% of the students have completed the standard*
  - For two years in a row 100% of the students completed the case with a 60% or better. We will change our standard from 60% to a standard of 75%.
- 20. BSBA 2201 Program Outcomes**
- *62% of the students have achieved Outcome 1 Measure 1.*
  - *52% of the students have achieved Outcome 2 Measure 1.*
  - *57% of the students have achieved Outcome 3 Measure 1.*
  - We will not make changes due this being the first year of the common principles exam.

## 21. BSBA 2202 Program Outcomes

- 75% of the students have achieved Outcome 1 Measure 1.
- 90% of the students have achieved Outcome 2 Measure 1.
- 74% of the students have achieved Outcome 3 Measure 1.
- 74% of the students have achieved Outcome 4 Measure 1.
- We will not make changes due this being the first year of the common principles exam.

## II. Accounting Department

- Moodle will be our course management system starting in Fall 2017. Moodle will hold our gradebook, syllabus, and a link to LibGuides. All other course information will be in LibGuides.
- The comprehensive exam is scheduled for August 18<sup>th</sup>, 2017, from 10:00am-1:00pm. Leisa will reserve the rooms to be used, and email the students.
- As discussed in the December 6<sup>th</sup>, 2016 meeting, team building, current events, and networking were incorporated into ACCT 4410.
- Jessica piloted the hybrid ACCT 3350 class.
- ACCT 3350 and ACCT 3302 will be offered on alternating in Spring 2018.
- The Resume Assignment will be due the week of September 11-14<sup>th</sup>. Leisa will continue to manage the implementation of the assignment in TaskStream and Jessica will be taking over the grading of this this assignment.
- An etiquette list will be compiled by Jean, Leisa, and Jessica to help promote professionalism among the students.

## III. Action List

- Leisa will change Outcome 1 Measure 1 from the entire business core to specific business classes as follows: BSBA 2204, BSBA 2209, BSBA 2211, BSBA 2212, BSBA 2221, BSBA 3310, BSBA 3320, BSBA 3306, BISM 2200, and BISM 2800.
- We will investigate other options for measuring general business knowledge for Outcome 1 Measure 2.
- Leisa will change the language in Taskstream for Outcome 2 Measure 4, under the *"Satisfactory Performance Standard"*, and *"Ideal Performance Standard"*, from a standard of 60% or better to a standard of 75% or better.
- Jessica will change the language in Taskstream for Outcome 2 Measure 5, under the *"Satisfactory Performance Standard"*, and *"Ideal Performance Standard"*, from a standard of 60% or better to a standard of 75% or better.
- Jean will delete Outcome 3 Measure 3 because it is a duplicate measure of Outcome 3 Measure 2.
- Leisa will change the language in Taskstream for Outcome 3 Measure 5, under the *"Satisfactory Performance Standard"*, and *"Ideal Performance Standard"*, from a standard of 60% or better to a standard of 75% or better.
- Leisa will ask Becky G. about uploading videos for student artifacts.
- Jean will change the language in Taskstream for Outcome 3 Measure 7, under the *"Satisfactory Performance Standard"*, *"Ideal Performance Standard"*, and the *"Summary of Findings"* from a grade of "C" or better to a standard of 75% or better.



- Leisa will delete Outcome 3 Measure 8 because it is a duplicate measure of Outcome 3 Measure 7.
- Replace Outcome 4 Measure 1 with a new measure. "Students in upper level accounting classes will adhere to the Academic Integrity Policy." (Exact language will be determined at a later date.)
- Leisa will change Outcome 6 Measure 2 so that is assessed in ACCT 4410, not ACCT 3350.
- Jean will change the language in Taskstream for Outcome 6 Measure 3, under the "*Satisfactory Performance Standard*", and "*Ideal Performance Standard*", from a standard of 60% or better to a standard of 75% or better.
- Leisa will change the language in Taskstream for Outcome 6 Measure 5, under the "*Satisfactory Performance Standard*", and "*Ideal Performance Standard*", from a standard of 60% or better to a standard of 75% or better.
- Leisa will change the language in Taskstream for Outcome 6 Measure 6, under the "*Satisfactory Performance Standard*", and "*Ideal Performance Standard*", from a standard of 60% or better to a standard of 75% or better.
- Leisa will change ACCT 2201 to BSBA 2201 in Taskstream.
- For the year 2017-2018, all course objectives will be assessed.

2017-2018 Assessment Cycle

**Program Action Plan****Actions**▼ **ISM Program Goals**

Goal 1: Quality Program

**Outcome: Goal 1 Outcome 1 - Program Rigor and Relevancy**▼ **Action: Plan**

This Action is associated with the following Findings

Findings for Planning

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

This program goal needs to be planned for in 2018-2019 academic cycle

Action details (take from Assessment Findings: Recommendations):	Plan for the 2018-2019 academic year
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	Time of the professors (2 days at 2 hours for 3 professors = 12 person hours @ \$84/hour = 1008
Budget request amount:	\$1,008.00
Priority:	High

**Outcome: Goal 1 Outcome 2 - Recruitment**▼ **Action: Enrollment Data**

This Action is associated with the following Findings

Findings for Incoming Students

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

in 2017-2018 academic year the ISM Program had 76 students. In May 2018 26 students graduated. At the beginning of 2018-2019 academic year the ISM program had 56 students enrolled

This would mean the ISM Program had an increase of 6 students enroll into the Program. A 10% increase would be 5 students and a 20% increase would be 10 students. We achieved just over a 10% increase in enrollment.

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Action details (take from Assessment Findings: Recommendations):	Acquire the enrollment data for the ISM Program and compare and contrast with previous year
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	time to do the data analysis
Budget request amount:	\$170.00
Priority:	Medium

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### Outcome: Goal 1 Outcome 2 - Retention

#### ▼ Action: Retention Data

##### This Action is associated with the following Findings

Findings for Retain Students

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

During the 2017-2018 academic year the ISM Program had every student register for classes.

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Action details (take from Assessment Findings: Recommendations):	Generate the number of students that registered for classes, we are wanting 100% of our students that are not graduating to register for classes (we retain them)
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	Time to do data analysis
Budget request amount:	\$170.00
Priority:	Medium

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### Outcome: Goal 1 Outcome 4 - Student Placement

▼ **Action:** Tracking Placement

**This Action is associated with the following Findings**

Findings for Students Placed in Professional Positions

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

During the 2017-2018 academic year it is difficult to figure out where ALL the graduating students go. The ISM Program had 26 students graduate and we know for certain (because we maintain professional contact) that 16 of those students are professionally placed.

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Action details (take from Assessment Findings: Recommendations):	Develop the means to determine where our ISM students go after graduation
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	Planning session for 3 professors
Budget request amount:	\$1,008.00
Priority:	High

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Goal 2: Effective Teaching and Scholarship

**Outcome: Goal 2 Outcome 1 - Professional Development**

▼ **Action:** Faculty Development

**This Action is associated with the following Findings**

Findings for Faculty Improvement

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

measures will be taken during the 2018-2019 academic year

---

Action details (take from Assessment Findings: Recommendations):	Generate the data regarding faculty development
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	time to do data analysis
Budget request amount:	\$170.00
Priority:	

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### Outcome: Goal 2 Outcome 2 - Student Satisfaction

▼ **Action:** Student Satisfaction Surveys

**This Action is associated with the following Findings**

Findings for Student Surveys

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

measures will be taken during the 2018-2019 academic year

---

Action details (take from Assessment Findings: Recommendations):	Develop the means to survey the students or use the class evaluations to understand student satisfaction of their courses
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	time to do data analysis
Budget request amount:	\$500.00
Priority:	

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### Goal 3: Community Development

#### Outcome: Goal 3 Outcome 1 - Community Service

▼ **Action:** No Action

**This Action is associated with the following Findings**

Findings for Service Provider

(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

Summary of Findings:

The ISM Program provided monthly technical seminars to the public

The ISM Program provided cybersecurity services to local businesses (i.e. Soles Electric Company)

---

Action details (take from Assessment Findings: Recommendations):	No action is needed outside of the normal work being done by the Program
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator

Budget Justification (if necessary): n/a

Budget request amount: \$0.00

Priority:

### Outcome: Goal 3 Outcome 2 - Community Satisfaction

#### ▼ Action: Community Survey

##### This Action is associated with the following Findings

Findings for Community Satisfaction Survey  
(Program Assessment Plan and Program Assessment Results; 2017-2018 Assessment Cycle)

##### Summary of Findings:

No survey was conducted, will need to implement a surveying approach in 2018-2019 academic year

Action details (take from Assessment Findings: Recommendations):	Develop the means to survey the community as to how satisfied they are with the ISM Program
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Coordinator
Budget Justification (if necessary):	Time to develop survey, administer survey, and perform data analysis
Budget request amount:	\$1,000.00
Priority:	Medium

#### ▼ ISM Program Learning Outcomes

##### ISM Learning Outcome 1

The student will be able to apply foundational knowledge in the areas of business and information systems to support decision-making in business environments

##### Outcome: ISM Program Learning Outcome 1 - Foundational Knowledge

The student will be able to apply foundational knowledge in the areas of business and information systems to support decision-making in business environments

#### ▼ Action: Assess Mappings and Learning Outcomes

##### This Action is associated with the following Findings

No supporting Findings have been linked to this Action.

Action details (take from Assessment Findings: Recommendations):	Evaluate the learning outcomes and mappings with courses and assess the applicability/currency of the learning outcomes. If Learning Outcomes 4 and 5 are kept then specific courses need to be evaluated to determine coverage
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	ISM Program Coordinator
Budget Justification (if necessary):	3 professors
Budget request amount:	\$500.00
Priority:	Medium

▼ **Action:** Migrate to Python Technologies

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

Action details (take from Assessment Findings: Recommendations):	Migrate our 3000 and 3800 platforms used in the class from Java to Python. Python is an easier technology to use
Implementation Plan (timeline):	2018-2019
Key/Responsible Personnel:	Fisher
Budget Justification (if necessary):	
Budget request amount:	\$0.00
Priority:	High

**Outcome: ISM Program Learning Outcome 2 - Critical Thinking**

The student will be able to apply critical thinking and logical analysis skills to solve complex business and information systems management problems.

*No actions specified*

**Outcome: ISM Program Learning Outcome 3 - Communicate Effectively**

The student will be able to communicate effectively with a range of audiences using oral, written, and electronic documentation skills.

▼ **Action:** common rubric

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

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Action details (take from Assessment Findings: Recommendations):	Program will ensure the common rubric being used for all classes that conduct team presentations is satisfactory
Implementation Plan (timeline):	2017-2019
Key/Responsible Personnel:	program coordinator
Budget Justification (if necessary):	data analysis
Budget request amount:	\$170.00
Priority:	Medium

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**Outcome: ISM Program Learning Outcome 4 - Teamwork**

Students are a contributing member of a team in which they learn and demonstrate how to work as a team supportive of the team reaching the goal

▼ **Action:** Class Scheduling

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

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Action details (take from Assessment Findings: Recommendations):	The ISM Program will coordinate the classes to occur at the same time that require the students to work together
Implementation Plan (timeline):	2017-2018
Key/Responsible Personnel:	program coordinator
Budget Justification (if necessary):	
Budget request amount:	\$0.00
Priority:	Medium

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2017-2018 Assessment Cycle

## Program Assessment Results

### Finding per Measure

#### Master of Business Administration (M.B.A.) Program Outcomes

Master of Business Administration (M.B.A.) Program Outcomes  
Student will demonstrate:

#### Outcome: Master of Business Administration (M.B.A.) Program Outcome 1

Conceptual acumen to make complex and ethical decisions.

▼ **Measure:** Outcome 1  
*Course level Direct - Student Artifact*

Details/Description:	MSBA 5600 -Marketing for Managers - offered in fall.
Satisfactory Performance Standard:	80% of the students will earn a grade of B or above in the MSBA 5600 course.
Ideal Performance Standard:	85% of the students will earn a grade of B in the MSBA 5600 course.
Implementation Plan (timeline):	Fall 2017 term.
Key/Responsible Personnel:	Dr. Sunil Surendran

#### Findings for Outcome 1

Summary of Findings:	MSBA 5600 - Marketing for Managers - used a case analysis to measure conceptual acumen to make complex and ethical decisions. The satisfactory performance standard was achieved for this measure with 100% of students achieving a "B" or higher on the measure.
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Results : Satisfactory Performance Standard  
Achievement: Exceeded; Ideal Performance  
Standard Achievement : Exceeded

Recommendations: MSBA 5600 - Marketing for Managers did  
not recommend any changes be considered  
for the next assessment cycle.

Reflections/Notes:

▼ **Measure:** Outcome 1  
*Course level Direct - Student Artifact*

Details/Description: MSBA 6000 - Strategic Management - offered in the  
Summer 2018

Satisfactory Performance Standard: At least 80% of the students will earn a grade of B  
or above in the MSBA 6000 course.

Ideal Performance Standard: Greater than 80% of the students will earn a grade  
of B or above in the MSBA 6000 course.

Implementation Plan (timeline): Summer 2018

Key/Responsible Personnel: Dr. Tony Gilberti

Findings for Outcome 1

Summary of Findings: MSBA 6000 - Strategic Management  
assessed conceptual acumen to make  
complex and ethical decisions through a  
series of short papers. The satisfactory  
performance standards was achieved with  
100% of students receiving a grade of "B" or  
higher.

Results : Satisfactory Performance Standard  
Achievement: Met; Ideal Performance  
Standard Achievement : Approaching

Recommendations: MSBA 6000 identified a need to develop several new research papers to be used as assessment measures for this outcome.

Reflections/Notes:

### Outcome: Master of Business Administration (M.B.A.) Program Outcome 2

Analytical and technical skills to solve organizational problems using objective analysis.

▼ **Measure:** Outcome 2  
*Course level Direct - Student Artifact*

Details/Description:	MSBA 5710 - Operations Management - taught during Spring 2018
Satisfactory Performance Standard:	At least 80% of the students will earn a grade of B or above in the MSBA 5710 course.
Ideal Performance Standard:	Greater than 80% of the students will earn a grade of B in the MSBA 5710 course.
Implementation Plan (timeline):	Spring 2018
Key/Responsible Personnel:	Dr. Tony Gilberti

#### Findings for Outcome 2

Summary of Findings: MSBA 5710 - Operations Management assessed analytical and technical skills to solve organizational problems using objective analysis through an operations analysis. The satisfactory performance standard was met with 100% of the students receiving a grade of "B" or higher on the assignment.

Results : Satisfactory Performance Standard  
Achievement: Met; Ideal Performance  
Standard Achievement : Approaching

Recommendations: Though satisfactory performance standards  
were met at 100%, the instructor will  
develop additional assignments to provide  
extra practice for students that are  
challenged by this assignment.

Reflections/Notes:

▼ **Measure:** Outcome 2  
*Course level Direct - Student Artifact*

Details/Description: Courses MSBA 5600

Satisfactory Performance Standard: 80% of students will earn a grade of B or above in the courses.

Ideal Performance Standard: 90% of students will earn a grade of A in the courses.

Implementation Plan (timeline): Fall 2017

Key/Responsible Personnel: Dr. Sunil Surendran

Findings for Outcome 2

Summary of Findings: MSBA 5600 measured analytical and technical skills to solve organizational problems using objective analysis through a case analysis. The satisfactory performance standard established as 80% of students will achieve a grade of "B" or better was met with 100% of students meeting this standard. The ideal target of 90% achieving a grade of "A" was also exceeded.

Results : Satisfactory Performance Standard

Achievement: Exceeded; Ideal Performance Standard Achievement : Exceeded

Recommendations:

The instructor does not recommend any changes in the course for the next assessment cycle.

Reflections/Notes:

**Outcome: Master of Business Administration (M.B.A.) Program Outcome 3**  
Communications competence in various business settings.

▼ **Measure:** Outcome 3  
*Course level Direct - Student Artifact*

Details/Description:	Course MSBA 6000 - Strategic Management taught in Summer 2018.
Satisfactory Performance Standard:	At least 80% of the students will earn a grade of B or above in the MSBA 6000 course.
Ideal Performance Standard:	Greater than 80% of the students will earn a grade of B in the MSBA 6000 course.
Implementation Plan (timeline):	Summer 2018
Key/Responsible Personnel:	Dr. Tony Gilberti

Findings for Outcome 3

Summary of Findings: MSBA 6000 - Strategic Management - assessed communications competence in various business settings through written assignments with a formal presentation component. The satisfactory performance

standard was set so that at least 80% of the students would achieve a grade of "B" or better on the assignment.

Results :

Satisfactory Performance Standard  
Achievement: Met; Ideal Performance  
Standard Achievement : Exceeded

Recommendations:

No additional improvements are planned to address this outcome.

Reflections/Notes:

▼ **Measure:** Outcome 3:  
*Course level Direct - Student Artifact*

Details/Description:	Course MSBA 5200
Satisfactory Performance Standard:	80% of the students will earn a grade of B or above.
Ideal Performance Standard:	90% of the students will earn a grade of A.
Implementation Plan (timeline):	Fall 2017
Key/Responsible Personnel:	Dr. Rebecca Giorcelli.

Findings for Outcome 3:

Summary of Findings: MSBA 5200 assessed communications competence in various business settings using a final project as the measure. The satisfactory performance standard was established at 85% of the students will achieve a grade of B or above, with an ideal target of 95% of students achieving an A . For this cycle, 100% of the students achieved a B or better with only 46% achieving a grade of A.

Results :

Satisfactory Performance Standard

Achievement: Exceeded; Ideal Performance  
Standard Achievement : Approaching

Recommendations:

The instructor is planning to incorporate an interim report to discuss the specific Information Systems aspects of the project as a class.

Reflections/Notes:

**Outcome: Master of Business Administration (M.B.A.) Program Outcome 4**  
Interpersonal skills to effectively lead an organization.

▼ **Measure:** Outcome 4  
*Course level Direct - Student Artifact*

Details/Description:	Course MSBA 5710
Satisfactory Performance Standard:	At least 80% of the students will earn a grade of B or above in the MSBA 5710 course.
Ideal Performance Standard:	Greater than 80% of the students will earn a grade of B in the MSBA 5710 course.
Implementation Plan (timeline):	Spring 2018
Key/Responsible Personnel:	Dr. Tony Gilberti

Findings for Outcome 4

Summary of Findings: MSBA 5710 assessed interpersonal aptitude to effectively lead an organization through a quantitative case study. The satisfactory performance standard was established as at least 80% of students will achieve a grade of

B or better on the assignment. 100% of students met the satisfactory performance standard.

Results :

Satisfactory Performance Standard  
Achievement: Met; Ideal Performance  
Standard Achievement : Approaching

Recommendations:

The instructor planned to develop more homework assignments and alternative assignments to assist students in mastering the concepts. The instructor also plans to review and refine the rubric used for this assignment.

Reflections/Notes:

▼ **Measure:** Outcome 4:  
*Course level Direct - Student Artifact*

Details/Description:	Course MSBA 5300
Satisfactory Performance Standard:	80% of students will earn a grade of B or above.
Ideal Performance Standard:	90% of students will earn a grade of A or above.
Implementation Plan (timeline):	Spring 2018
Key/Responsible Personnel:	Dr. Amy Godfrey

Findings for Outcome 4:

Summary of Findings: MSBA 5300 - Managerial Economics - was used to demonstrate interpersonal aptitude to effectively lead an organization through exam questions related to game theory. The satisfactory performance standard was established at 85% of students are to achieve a grade of B or better. 60% of students received a B or higher on the quiz and test



	questions relating to game theory.
Results :	Satisfactory Performance Standard Achievement: Not Met; Ideal Performance Standard Achievement : Moving Away
Recommendations:	The instructor plans to add more active learning strategies to the course.
Reflections/Notes:	

## Overall Recommendations

Based on faculty assessment results, recommendations and action plans, students' satisfactory performance standards across eight (8) measures for the four (4) program outcomes in the five (5) courses for the 2017-2018 assessment cycle met expectations with one exception.

This exception was performance in MSBA 5300 – Managerial Finance on exam questions related to Game Theory as a measure for interpersonal aptitude to effectively lead an organization (Program Outcome #4).

While all but the one measure met satisfactory performance standards, only three (3) of the eight (8) measures met or exceeded the ideal targets with four (4) measures were identified as approaching the ideal target. The same measure identified above as not meeting the satisfactory performance standard for Program Outcome #4, was identified as moving away from the ideal target.

Program Outcome #4 in the second course, MSBA 5710 – Operations Management, was reported as meeting satisfactory performance target for Program Outcome #4.

Based on the evidence, arguably students are generally meeting the satisfactory performance standard target for each of the program outcomes of the MBA program.

Action plans identified are stipulated below for the courses in which plans were identified:

MSBA 5200 – Management Information Systems

- It may be beneficial to have interim reports to discuss the specific IS aspects of the project as a class.

MSBA 5300 – Managerial Economics

- Add more active learning strategies to the course.

MSBA 5710 – Operations Management

- The instructor will develop additional assignments to provide extra practice to students that are struggling.
- Will develop more homework assignments and alternative assignments to assist students in mastering the concepts; review and refine rubric.

MSBA 6000 – Strategic Management

- Future planned improvements will consist of developing several new research papers.

## Overall Reflection

The 2017-2018 academic year and assessment cycle began with Dr. Sunil Surendran serving as Director of the MBA program under Dr. Richard Harvey, Dean of the School of Business. Dr. Surendran developed the assessment results and action plan from the 2016-2017 academic year and assessment cycle for implementation during 2017-2018.

Beginning with the spring 2018 term, Dr. Surendran stepped down as Director to serve in a senior administrative capacity with Dr. Mirta Martin's new administration. Dr. Tim Oxley, rejoined faculty in January after serving in a senior administrative role and assumed the position of Interim Director of the MBA Program.

In May, Dr. Richard Harvey was asked to serve as Interim Provost and Vice President for Academic Affairs. Dr. Tim Oxley was then asked to serve as Interim Dean of the School of Business. Given the interim nature of the cascading appointments, Dr. Oxley continued to serve as Director of the MBA program and will continue to do so until the impending academic reorganization is finalized.

During Dr. Surendran's tenure as Director of the MBA program, he began a program review to make curricular upgrades to the program. Dr. Oxley continued this review by researching thirty (30) MBA programs of peer institutions to compare courses, admission requirements, concentrations, modalities of delivery, and so forth. This information will be used to offer curricular upgrades to help increase program appeal and delivery to a larger service area and market base.

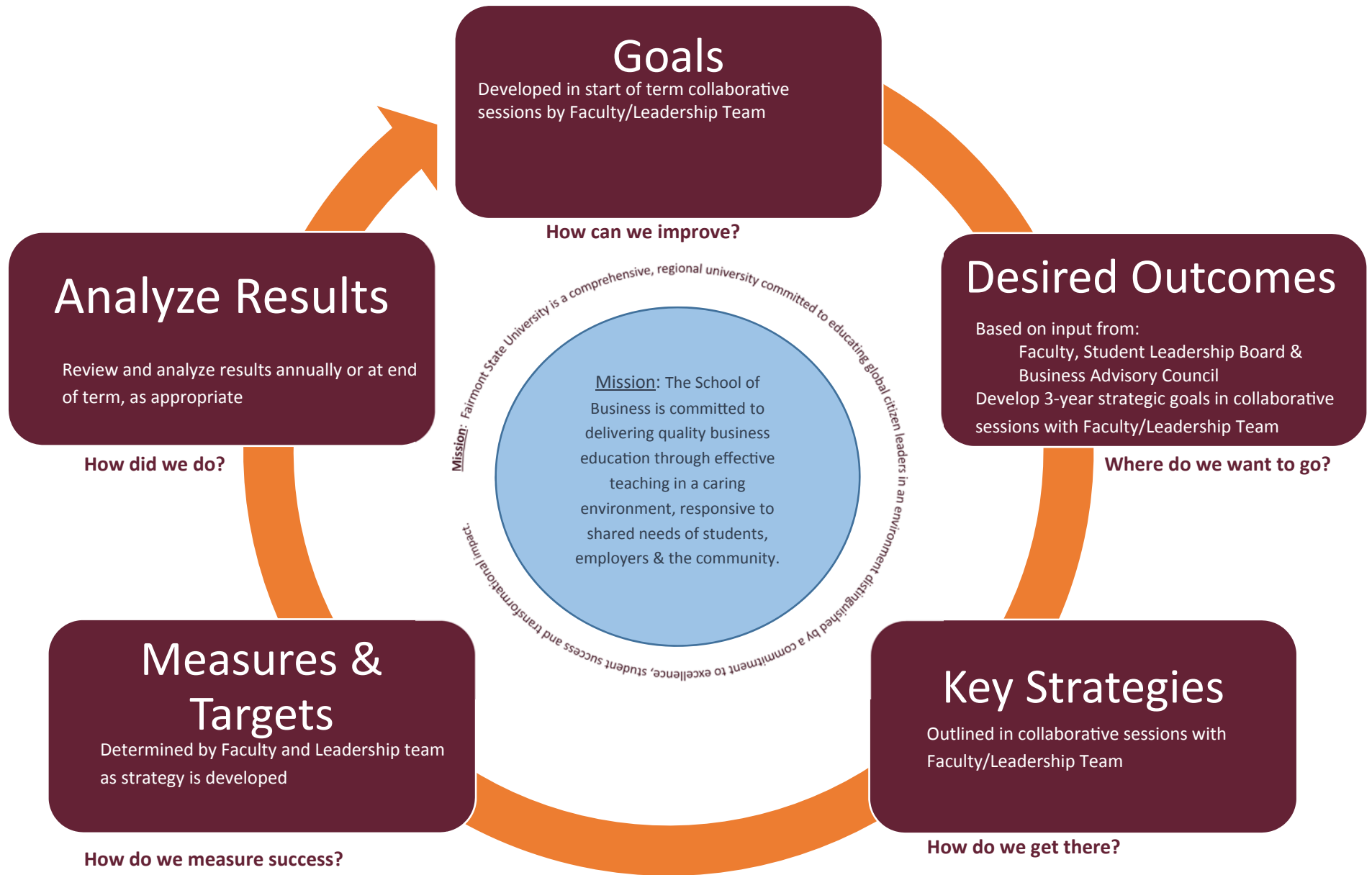
It is anticipated that these curricular upgrades and program management changes will be made early during the spring 2019 term to commence with the fall 2019 term.

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**Exhibit II-1 2019 Update on Strategic Planning Note**

**School of Business 3-year Strategic Planning Cycle**



**Exhibit II-2 2017-2020 Focus/Goals, Strategic Objectives & Action Plans**

**STRATEGIC FOCUS/GOAL(1): RECRUITMENT\***

**Increase School of Business Enrollment by 10% by Fall 2020.**

**RECRUITMENT STRATEGIC OBJECTIVE/OUTCOME (A):**

*(Where do we want to go?)*

**Increase enrollment in all programs by at least 3-4% each year.**

<i><b>Key Strategies</b></i> <i>(How do we get there?)</i>	<i><b>Accountability</b></i> <i>(Who is going to oversee the journey?)</i>	<i><b>Resource Requirements</b></i> <i>(What do we need for the journey?)</i>	<i><b>Target/Key Performance Indicator (KPI)</b></i> <i>(How do we measure success?)</i>	<i><b>Planning Horizon &amp; Deadline</b></i> <i>(What is our ETA?)</i>
Engage with recruitment office to develop comprehensive view-book to market all programs	Program Coordinators; Academic Success Coordinator; Dean	Allocation of existing School of Business funds to cover expenses	View-book produced	Fall 2019
Engage with high school students in the surrounding counties through recruitment and visitation events	Program Coordinators/Faculty	Allocation of existing School of Business funds to cover expenses	3-5 events held per year	Each FY through Spring 2020
Increase college fairs attended with institutional recruiters to promote School of Business	Academic Success Coordinator; Faculty; Dean	Allocation of existing School of Business funds to cover expenses	Increase events by 2 each year	Each FY through Spring 2020
Increase marketing focus of School of Business social media	Academic Success Coordinator	Cost of P-T Graduate Assistant	Increase number of posts per month by 10%  Increase likes/followers etc. by 20%	Each FY through Spring 2020
Increase internal and external Graduate program(s) events	MBA Director	Allocation of existing School of Business funds to cover expenses	Increase events by at least 2 each year.	Each FY through Spring 2020

\*Aligned to Fairmont State University's "Our Quest for Distinction: 2018-2028 Strategic Plan"

**2017-2020 Focus/Goals, Strategic Objectives & Action Plans**

**RECRUITMENT STRATEGIC OBJECTIVE/OUTCOME (B):**

(Where do we want to go?)

**Improve access to program delivery**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Implement new online degree completion program in strategic leadership	Dean	Salaries for qualified F-T Faculty and Adjuncts	Initial cohort recruited and enrolled	Deploy by Fall 2020
Implement new online degree MBA Cybersecurity track/certificate	MBA Director	Salaries for qualified F-T Faculty and Adjuncts	Initial cohort recruited and enrolled	Deploy by Fall 2020
Increase summer online offerings for core and major courses by 20%	Dean and Program Coordinators	Faculty stipends/Adjunct budget	Additional courses offered	Each summer through Spring 2020

**RECRUITMENT STRATEGIC OBJECTIVE/OUTCOME (C):**

(Where do we want to go?)

**Develop and deploy healthcare management programs on both graduate and undergraduate levels.**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Deploy curriculum converting former Allied Health program to new School of Business Bachelor of Science into Healthcare Management (HCMG)	Program Coordinator	Salaries for qualified F-T Faculty and Adjuncts	Initial cohort of at least 25  Increase year over year enrollment by 10%	Fall 2018  Spring 2020
Deploy new Master of Science in Healthcare Management (MHCM)	Program Coordinator	Salaries for qualified F-T Faculty and Adjuncts	Initial cohort of at least 10 students	Fall 2019

**STRATEGIC FOCUS/GOAL (2): RETENTION\***

**Raise 4-Year Undergraduate Graduation Rate for Business Majors by 5% by Spring 2020.  
 Raise 6-Year Undergraduate Graduation Rate for Business Majors by 10% by Spring 2020**

**RETENTION STRATEGIC OBJECTIVE/OUTCOME (A):**

(Where do we want to go?)

**Improve consistency and quality of academic advising**

<i>Key Strategies (How do we get there?)</i>	<i>Accountability (Who is going to oversee the journey?)</i>	<i>Resource Requirements (What do we need for the journey?)</i>	<i>Target/Key Performance Indicator (KPI) (How do we measure success?)</i>	<i>Planning Horizon &amp; Deadline (What is our ETA?)</i>
Provide at least one professional development opportunity per semester on effective advising strategies	Dean	Allocation of existing School of Business budget for related expenses	Event/activity helds	Each term through Spring 2020

**RETENTION STRATEGIC OBJECTIVE/OUTCOME (B):**

(Where do we want to go?)

**Increase Fall-to-Fall retention rate for FTFT freshman by 15%**

<i>Key Strategies (How do we get there?)</i>	<i>Accountability (Who is going to oversee the journey?)</i>	<i>Resource Requirements (What do we need for the journey?)</i>	<i>Target/Key Performance Indicator (KPI) (How do we measure success?)</i>	<i>Planning Horizon &amp; Deadline (What is our ETA?)</i>
Deploy “on-boarding” course to all incoming Business students <ul style="list-style-type: none"> <li>• Course approved by curriculum committee</li> <li>• Included as approved general studies first-year seminar</li> </ul>	Dean  Academic Success Coordinator/Instructor And  General Studies Committee representative	Salaries for qualified F-T Faculty and Adjuncts  Allocation of existing School of Business budget for curriculum development expenses	At least 4 Fall sections and 1 Spring section each year	FY 2019-2020

**2017-2020 Focus/Goals, Strategic Objectives & Action Plans**

<b>RETENTION STRATEGIC OBJECTIVE/OUTCOME (C):</b> (Where do we want to go?) <b>Increase participation in student organizations</b>				
<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Cooperate on at least one Phi Beta Lambda and Student Accounting Society event per term	Dean and Faculty Sponsors	Faculty and Faculty Sponsor time  Allocation of existing School of Business budget funds	Event held	Each term through Fall 2020
Engage student organizations (SAS and PBL) in at least one community service activity per term	Faculty Sponsor	Faculty and Faculty Sponsor time  Allocation of existing School of Business budget funds	Activity held	Each term through Fall 2020
<b>RETENTION STRATEGIC OBJECTIVE/OUTCOME (D):</b> (Where do we want to go?) <b>Increase experiential learning opportunities for students by increasing interactions with the business community</b>				
<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Offer 1-2 “Lunch and Learn” mini-seminars per term on professional skills and career readiness	Dean and Student Success Coordinator	Allocation of existing School of Business budget funds	Events held	Each term through Fall 2020
Increase faculty/student consulting opportunities with public and private sector organizations	Dean and Program Coordinators	Faculty commitment to serve as sponsors/mentors	10% increase in for-credit internships and undergraduate research	Each term through Fall 2020
			At least one faculty lead consulting activity per term	Each term through Fall 2020

2017-2020 **Focus/Goals, Strategic Objectives & Action Plans**

**STRATEGIC FOCUS/GOAL (3): FUND/FRIEND-RAISING\***

**Reinforce relationship with Fairmont State Foundation and Key Stakeholders**

**FUND/FRIEND-RAISING\* STRATEGIC OBJECTIVE/OUTCOME (A):**

(Where do we want to go?)

**Increase interaction with Fairmont State Foundation**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Engage Foundation Board members in at least one School of Business activity per term	Dean and Leadership Team	Allocation of existing School of Business budget funds	Activity/event held with Foundation Board Member(s) in attendance	Each term through Spring 2020

**FUND/FRIEND-RAISING\* STRATEGIC OBJECTIVE/OUTCOME (A):**

(Where do we want to go?)

**Recalibrate Business Advisory Council (BAC)**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Use core of existing members to recruit and engage strategically selected members	Dean	Allocation of existing School of Business funds to cover expenses	Council reconfigured	Summer 2019
Engage the expertise of the BAC to inform decisions and expand relationships	Dean	Allocation of existing School of Business funds to cover expenses	3 meetings with BAC each year	Each FY through Spring 2020



2017-2020 **Focus/Goals, Strategic Objectives & Action Plans**

**FUND/FRIEND-RAISING\* STRATEGIC OBJECTIVE/OUTCOME (B):**

(Where do we want to go?)

**Increase faculty participation in grant writing**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Increase submission of funding proposals to external funding sources	Dean and Leadership Team	Allocation of existing School of Business funds to cover expenses	At least 2 proposals submitted each year	Each FY through Spring 2020

**STRATEGIC FOCUS/GOAL (4): REACH FOR DISTINCTION**

**Increase faculty opportunities for development and professional growth.**

**REACH FOR DISTINCTION\* STRATEGIC OBJECTIVE/OUTCOME (A):**

(Where do we want to go?)

**Increase faculty participation in scholarly activity**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Establish a forum for faculty to share new course materials, teaching techniques, research, etc.	Dean and Leadership Team	Allocation of existing School of Business funds to cover expenses	Forum held each year	Each FY through Spring 2020

\*Aligned to Fairmont State University’s “Our Quest for Distinction: 2018-2028 Strategic Plan”

2017-2020 **Focus/Goals, Strategic Objectives & Action Plans**

**REACH FOR DISTINCTION\*** STRATEGIC OBJECTIVE/OUTCOME (B):

(Where do we want to go?)

**Increase faculty skills in active/experiential learning**

<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Provide training each term on strategies and techniques for active and experiential learning	Dean and Leadership Team	Allocation of existing School of Business funds to cover expenses	Training held each term	Each term through Spring 2020

**REACH FOR DISTINCTION\*** STRATEGIC OBJECTIVE/OUTCOME (C):

(Where do we want to go?)

**Make more effective use of available technology**

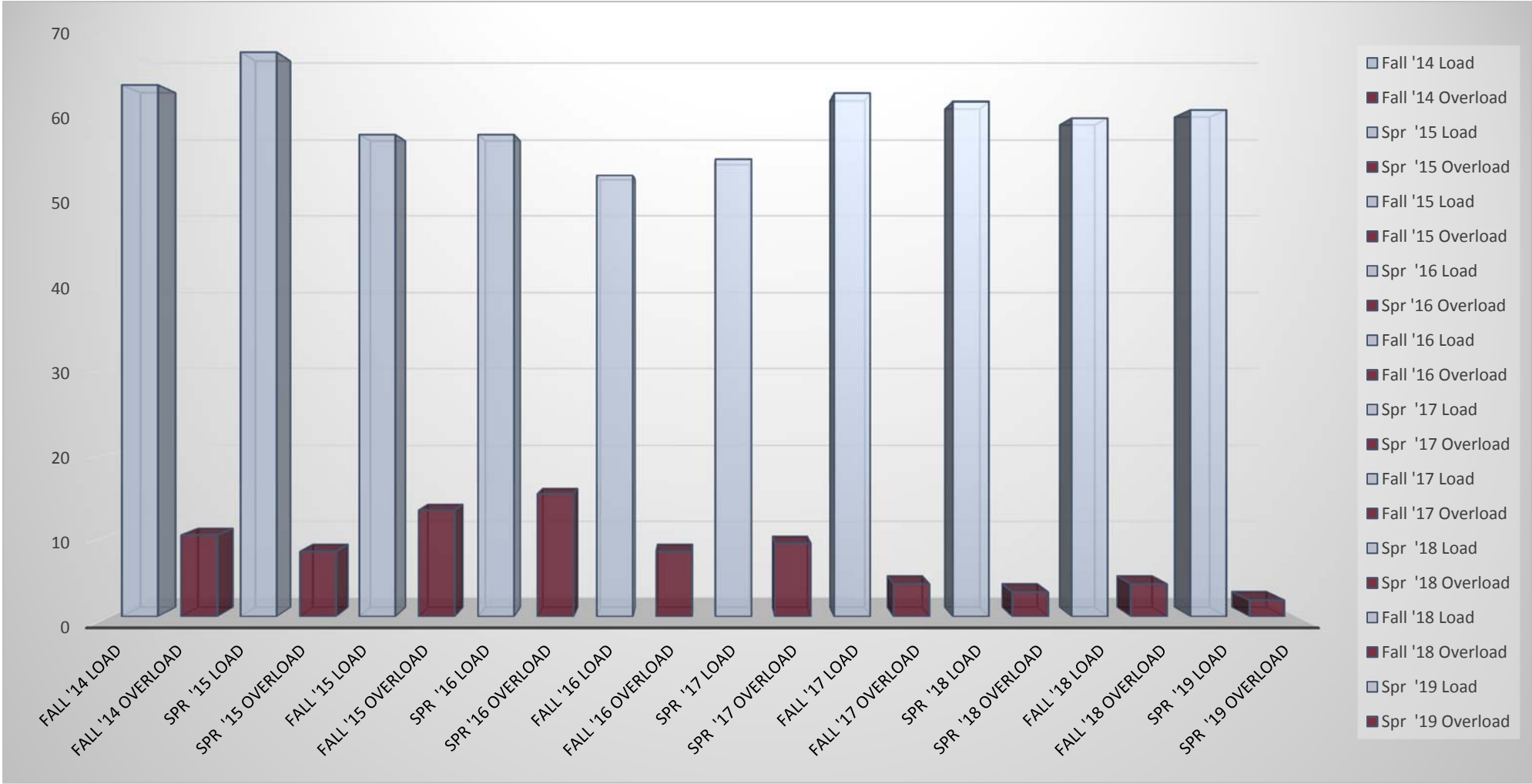
<i>Key Strategies</i> (How do we get there?)	<i>Accountability</i> (Who is going to oversee the journey?)	<i>Resource Requirements</i> (What do we need for the journey?)	<i>Target/Key Performance Indicator (KPI)</i> (How do we measure success?)	<i>Planning Horizon &amp; Deadline</i> (What is our ETA?)
Provide training each term on effective use of technology	Dean and Leadership Team	Allocation of existing School of Business funds to cover expenses	Training held each term	Each term through Spring 2020

\*Aligned to Fairmont State University's "Our Quest for Distinction: 2018-2028 Strategic Plan"

**Exhibit III-1 Declining Percentage of Courses Taught on Overload**

Number of Courses Taught by Semester																				
F-T Faculty Member	Fall 2014		Spring 2015		Fall 2015		Spring 2016		Fall 2016		Spring 2017		Fall 2017		Spring 2018		Fall 2018		Spring 2019	
	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload	Load	Overload
Alshallah, M.	4	0	4	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alvarez, R.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	0
Berisha, E.	-	-	-	-	-	-	4	0	4	0	3	0	-	-	-	-	-	-	-	-
Blankenship, J	4	0	4	1	4	0	4	2	-	-	-	-	-	-	-	-	-	-	-	-
Cassell, M.	4	2	4	2	4	2	4	2	-	-	4	1	4	1	4	1	4	0	4	0
Davis, J.	-	-	-	-	-	-	-	-	4	0	4	1	4	0	4	0	4	0	4	0
Edwards, G.*	-	-	-	-	-	-	-	-	-	-	2	0	3	0	2	0	4	0	3	0
Engebretson, J.	4	0	4	0	4	0	4	0	3	0	4	1	3	0	4	0	4	0	4	0
Fantasia, G.	2	1	2	0	2	1	2	1	2	1	2	1	2	1	2	1	3	1	3	0
Fisher, M.	-	-	4	0	4	0	4	0	4	0	4	0	4	0	4	0	2	0	4	0
Floyd, J.	4	0	4	0	4	1	4	1	4	1	4	1	4	0	4	0	4	0	4	0
Frazer, J.*	-	-	-	-	-	-	-	-	-	-	-	-	4	0	4	0	4	0	4	0
Gailey, E.	4	0	2	0	3	2	3	0	-	-	-	-	-	-	-	-	-	-	-	-
Giorcelli, R.	4	2	3	3	3	3	3	2	3	2	3	2	3	1	3	1	3	0	3	0
Godfrey, A.	3	0	4	0	4	0	4	0	4	1	4	0	4	1	4	0	4	0	4	1
Harvey, R.	0	2	0	1	0	0	0	1	-	-	0	1	-	-	-	-	-	-	-	-
Hinton, G.	4	0	3	0	4	0	3	0	4	0	4	0	4	0	4	0	4	0	4	0
Jackson C.	-	-	-	-	-	-	-	-	-	-	-	-	4	0	4	0	4	0	4	0
Khalil, M.	4	1	4	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kremer, J.	4		4	0	4	1	4	0	4	0	4	0	4	0	4	0	4	0	4	0
Lee, C.	4	0	4	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mathew, J.	-	-	-	-	4	0	4	1	4	0	4	0	4	0	4	0	5	0	1	0
Muto, L.	4	0	4	0	4	1	4	2	4	0	4	0	4	0	4		4	1	4	0
Oxley, T.	-	-	3	0	2	0	-	-	1	0	-	-	-	-	1	0	0	2	0	1
Pitrolo, J.	4	0	4	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Surendran, S.	4	1	4	0	4	1	3	2	3	1	2	0	3	0	1	0	4	0	4	0
Tasker, A.	-	-	-	-	1	0	1	0	2	0	0	0	2	0	2	0	0	0	-	-
Weaver, R.	4	1	4	1	4	1	4	1	4	2	4	1	4	0	4	0	-	-	-	-
<b>Totals</b>	<b>65</b>	<b>10</b>	<b>69</b>	<b>8</b>	<b>59</b>	<b>13</b>	<b>59</b>	<b>15</b>	<b>54</b>	<b>8</b>	<b>56</b>	<b>9</b>	<b>64</b>	<b>4</b>	<b>63</b>	<b>3</b>	<b>61</b>	<b>4</b>	<b>62</b>	<b>2</b>
Percentage taught on overload	13		10		18		20		13		14		6		4		6		3	

**Exhibit III-2 Columnar Chart Showing Decline in Faculty Overload**



**5-year Comparison of Courses Taught Load/Overload by Semester**