



College of Business

Goals and Update

- Goal 1: Deliver a current and responsive curriculum that promotes intellectual and professional development.
- Goal 2: Promote excellence through scholarly endeavors.
- Goal 3: Promote excellence through service to the College's stakeholders.
- Goal 4: Engage with the regional and global business community.
- Goal 5: Promote diversity in all areas.
- Goal 6: Promote integrity in all areas.

College of Business

Updates, Achievements, Objectives

- Goal 1: Current and Responsive Curriculum
 - Accomplishments: New I&E major and minor; Online MBA and tracks in Finance, Information Management, and Health Care Administration; new courses in every department; Expanded Experiential Learning Opportunities
 - AY 2015-2016 Goals: Continue program gap analysis (where appropriate); Launch BS in IS; Develop Supply Chain Major

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Updates, Achievements, Objectives

- Goal 2: Promote excellence through scholarly endeavors
 - Accomplishments: Launched ACRE; Established endowed chair in Entrepreneurship; Added scholarships in Accounting (\$100,000) and Marketing (\$25,000); Received \$3,000,000 to support Supply Chain/Logistics Program; Continued publication bonus; Reinstated COB Faculty Research Award; Faculty Development and Research Committee developed operational definition and measures of impact
 - AY 2015-2016 Goals: Continue publication bonus and annual award; continue to support research excellence

College of Business

Updates, Achievements, Objectives

- Goal 3: Promote excellence through service to the College's stakeholders
 - Accomplishments: Quarterly meetings with Advisory Board, College Nights Participation, MIS Department IT Career Camp, Accounting Department CPE, StartUp Conway partnership, Target and Windstream Case Competitions
 - AY 2015-2016 Goals: launch online BBA in General Business, continue to expand advisory board, continue college nights and meetings with corporations, establish partnerships with industry

College of Business

Updates, Achievements, Objectives

- Goal 4: Engage with the regional and global business community.
 - Accomplishments: Launched ACRE; SBANC Database and Newsletter, Insurance Center Resume Book, Accounting Department “Meet the Firms”, Student Case Competitions, John Allison Speaker Series, Davis Speaker Series
 - AY 2015 – 2016 Goals: Continue John Allison and Davis Speaker Series, establish partnerships with industry

College of Business

Updates, Achievements, Objectives

- Goal 5: Promote diversity in all areas.
 - Accomplishments: Diverse applicant pools for faculty and staff positions, Targeted UG and G recruitment efforts, College Diversity Committee, Established travel abroad course designations
 - AY 2015 – 2016 Goals: E-mail campaign to build awareness of RSO Day on Lawn and Majors Fair; Work with OID to attract diverse applicant pool, Fully Implement Student Advisory Board

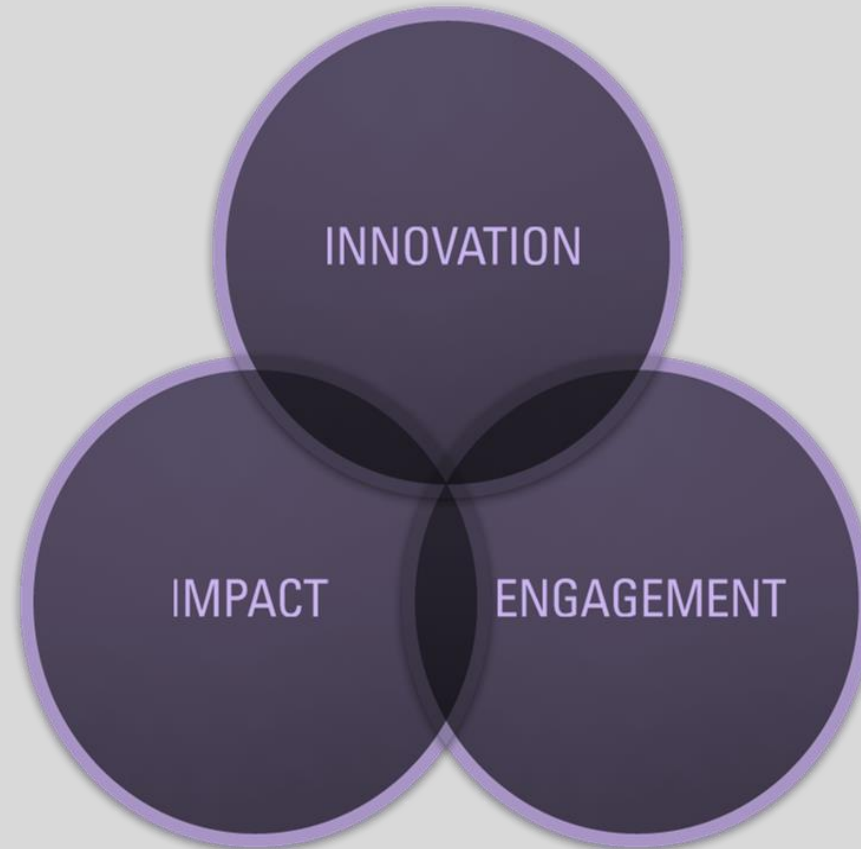
College of Business

Updates, Achievements, Objectives

- Goal 6: Promote integrity in all areas
 - Accomplishments: Expanded COB Faculty Tools Page, Encouraged Faculty participation in AACSB 2013 standards alignment, Developed a committee structure and charge document, Shared executive committee meeting minutes, Established pool drive for all committees, Assessed ethical awareness and reasoning in COB Curriculum
 - AY 2015 – 2016 Goals: Continue to foster relationships of mutual trust, transparency, shared governance, and communication among the college's faculty, staff, students, and stakeholders, Reintroduce DO News

College of Business

September Visit by Team Chair



Schedule For Dean Henry Venta

| | | |
|-------------------------|---|------------------------|
| Thursday - 9/17/2014 | | |
| 9:00 - 10:00 AM | COB Executive Committee | Dean's Conference Room |
| 10:05 - 11:05 AM | Curriculum and Assessment Committee | Dean's Conference Room |
| 11:10 - 11:55 AM | Meet with Provost | Provost Office - Wingo |
| 12:50 - 1:35 PM | Faculty Development and Research Committee | Dean's Conference Room |
| 1:40 - 2:30 PM | Meeting with College Faculty | COB 107 - Auditorium |
| 2:35 - 3:35 PM | Strategic Planning Committee | Dean's Conference Room |
| | | |

Things to Keep on Radar

- This is our Team Visit Year
 - Key Areas of concerns with our last review
 - Continuous Improvement Report
 - Share your success with Department Chair and Dean's Office
 - Remember ... Impact, Engagement, and Innovation
 - Faculty Qualifications, AOL, and Strategy
- Participate
- Document, Document, Document
 - Update DM
 - Keep meeting minutes and POST to P Drive
 - Respond to DO News requests
- Publish your research and scholarly work
- Also focus on AEAs and PEAs

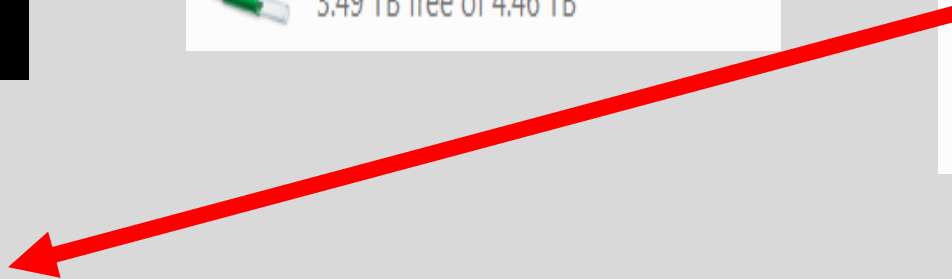
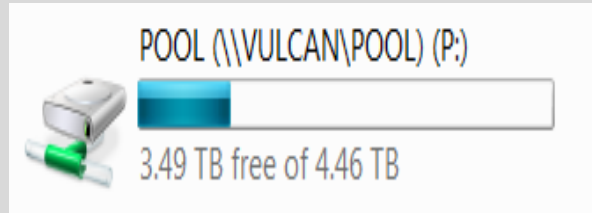
UCA College of Business 2015 Fall Faculty Meeting

- New Full Time Faculty and Staff
 - **ACCT**: Mr. Steve Nelson, Dr. Karen Oxner
 - **EFIRM**: Dr. Jeremy Horpedahl,
Dr. Amlan Datta, Dr. Xiaochun Lui
 - **MIS**: Dr. Jeff Hill
 - **M&M**: Dr. Ron Duggins, Mr. Bill Doshier

AACSB Site Visit Preparation

- Committee Minutes on Pool Drive
 - Need Committee documents (Minutes, Annual Reports, etc.) from Fall 2010 forward on Pool Drive
 - Former committee chairs will need to work with us to add minutes if available

AACSB Site Visit Preparation



| | | |
|-------------|-------------------|----------------------|
| Folder icon | CAC | 5/27/2014 12:23 PM |
| Folder icon | Diversity | 2/25/2014 11:03 A... |
| Folder icon | ExComm | 5/11/2015 8:49 AM |
| Folder icon | FacDevRes | 3/13/2015 3:24 PM |
| Folder icon | FacExc | 3/13/2015 3:24 PM |
| Folder icon | InterProg | 2/25/2014 11:03 A... |
| Folder icon | MaintAccred | 4/2/2015 8:23 AM |
| Folder icon | PromTen | 2/25/2014 11:03 A... |
| Folder icon | StrategicPlanning | 1/13/2015 3:29 PM |
| Folder icon | Syllabus | 2/25/2014 11:02 A... |



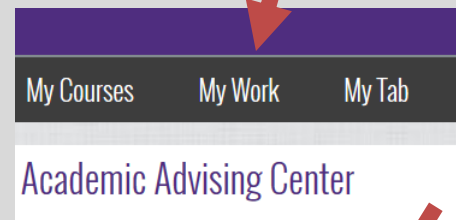
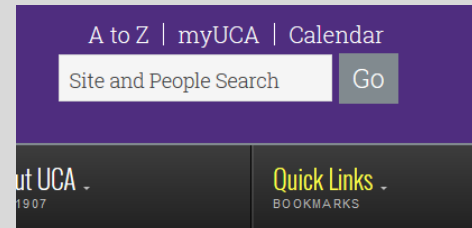
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| Folder icon | 2011 Spring | 7/9/2015 1:53 PM |
| Folder icon | 2011 Summer | 7/9/2015 2:01 PM |
| Folder icon | 2012 Fall | 7/9/2015 1:55 PM |
| Folder icon | 2012 Spring | 7/9/2015 2:03 PM |
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| Folder icon | 2013 Spring | 7/9/2015 2:08 PM |
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| Folder icon | 2014 Summer | 7/9/2015 2:13 PM |
| Folder icon | 2015 Spring | 7/9/2015 2:14 PM |
| Folder icon | 2015 Summer | 7/28/2015 9:30 AM |

AACSB Site Visit Preparation

- Committee Meetings to Prepare
 - Faculty Development: 8/24 11:00am
 - Curriculum and Assessment: 8/24 1:00pm
 - Strategic Planning Committee: 8/26 1:00pm

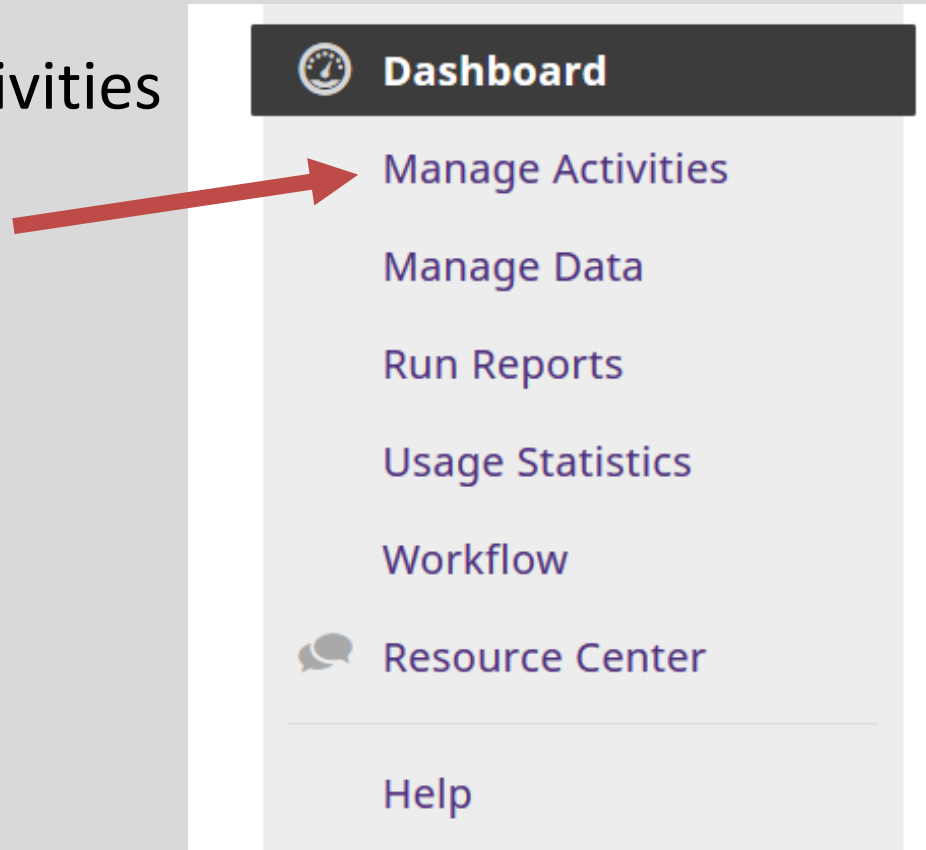
AACSB Preparation: UPDATE VITA

- Log in to MyUCA
- Click on My Work Tab
- Click on Digital Measures




AACSB Preparation: UPDATE VITA

- Click on Manage Activities



AACSB Preparation: UPDATE VITA

Dashboard

 **Manage Activities**

Rapid Reports
PasteBoard

Manage Data

Run Reports

Usage Statistics

Workflow

Resource Center

Help

[Review a guide](#) to manage your activities. [Show more](#)

▼ General Information

Personal and Contact Information

Administrative Assignments - Internal to UCA

Administrative Data - Permanent Data | Yearly Data

Education

Academic, Government, Military and Professional Positions - External to UCA

External Connections and Partnerships

▼ Instructional Activities

Scheduled Teaching

Directed Individual Student Learning (e.g., independent study, theses, dissertations)

Reassigned Time

Directed Group Student Learning (e.g., field experience, service learning, study abroad)

Academic Advising

Curriculum Development

▼ Scholarship/Research/Creative Activities

Publications

Grants and Contracts

Presentations

▼ Professional Development and Recognition

Professional Memberships

Awards and Honors

University of
Central Arkansas™

POWERED BY  DigitalMeasures

STRATEGIC PLANNING COMMITTEE

Accomplishments 2012-15

STRATEGIC PLANNING (AACSB STD)

- We must demonstrate that the Strategic Plan guides the activities of the College
- Key changes during the review cycle have resulted in the strategic plan being revised:
 - 1) The University implemented a new strategic plan.
 - 2) The leadership of the College has changed.
 - 3) The last peer review advised the College that our planning process was too complex.
 - 4) AACSB changed its accreditation standards
 - Innovation, Engagement, Impact
 - Areas of Distinctiveness

Strategic Planning Committee

-- Accomplishments

- New Strategic Plan revised in 2013-14 and approved by the Faculty in Spring 2014
- SWOT Analyses performed
- Defined “Innovation” (AACSB new standards)
 - “COB views innovation in its broadest context. Innovation includes new ideas, incremental changes to existing programs and structures, as well as replicative innovation. It invites faculty to continuously attempt changes and improvements. Innovation may include adapting to new markets or utilizing new or different techniques and approaches.”
- Defined “Areas of Distinctiveness” (AACSB new standards)
 - Career Preparation
 - Teamwork
 - Diversity
 - Engaged Faculty
 - Experiential Education
 - Leadership Development
- Annunciated Goals, Objectives, and Action Items

Vision, Mission, and Values Statement

- Since last AACSB peer review, the Vision, Mission and Values Statement has been amended.
 - Added language to accentuate our mission as a teaching institution
 - Added language to encompass the AACSB new standards for
 - Innovation
 - Engagement, and
 - Impact

Strategic Planning Accomplishments 2012-2015



- Curriculum Changes
 - New major and minor in *Innovation & Entrepreneurship*
 - New *concentrations* in MBA program
- EPIC residential College
- Fundraising
 - Logistics and supply chain -- \$3,000,000
 - MIS faculty support -- \$150,000
 - Chair for Innovation and Entrepreneurship -- \$350,000
 - Scholarships
 - ACRE
- Increased Student Engagement
 - New COB classes in University core
 - COB on-the-lawn

Strategic Planning Process Calendar

| Element | Review Period | Reviewed | Time of Next Review | Participants |
|--|-------------------------------------|----------|---------------------|-----------------------|
| College VMV Statement | 5 years | 2013 | 2018 | SPC; EXCOM; DEPTS; AB |
| Long Term Goals | 5 years | 2014 | 2018-2019 | SPC; EXCOM; DEPTS; AB |
| Internal & External Analysis | Ongoing; major review every 5 years | 2014 | 2017-2018 | SPC; EXCOM; DEPTS |
| Performance Review & Set Annual Objectives | Annual | 2014 | 2015 | SPC; EXCOM; DEPTS |

SPC = COB Strategic Planning Committee; EXCOM = COB Executive Committee;
 DEPTS = COB Departments; AB = Advisory Boards

Strategic Planning Path (ANNUAL)

- DEPARTMENT
 - Creates departmental strategic plan
 - Set out Goals and Objectives
 - Requests for Resources
- 
- STRATEGIC PLANNING COMMITTEE
 - Reviews Department plans and requests
- 
- COB EXECUTIVE COMMITTEE
 - Develops new goals, objectives and action items
 - Coordinates resource requests with University planning process

COB Faculty Development Plan

College of Business Faculty Development Plan



FACULTY QUALIFICATIONS TABLE

| Initial Academic Preparation & Professional Experience | Sustained Engagement Activities | |
|---|--|--|
| | Academic Research/Scholarly | Applied/Practice |
| | Professional Experience Substantial in Duration & Level of Responsibility | Scholarly Practitioners (SP) 2 PRJs plus 3 AEA's or PEA's |
| Doctoral Degree | Scholarly Academics (SA) 3 PRJs plus 2 AEA's (or 1 AEA and 1 PEA) | Practice Academics (PA) 1 PRJ plus 6 AEA's or PEA's |

College of Business

Faculty Development Plan

- Things to Remember:
 - Faculty Qualification Categories (SA, PA, IP, SP)
 - AEA and PEA
 - Strategic Deployment Based on Consultation with Chair
 - Participating and Supporting Faculty
 - Classification Letter is Forthcoming
 - Based on Performance Evaluation and Performance Plan
- Copy Available on COB Faculty Tools Page
 - <http://uca.edu/business/faculty-tools/>

http://uca.edu/business/files/2014/08/FacultyDevelopmentPlan_07-25-14.pdf

Curriculum & Assessment

The Highlights

- Great things from last five years
- Our new AOL process
- University Core assessment
- The future

What Was Great - Past Five Years

- Migrated from AOL to Curriculum Management (CM)
 - CM includes curriculum development/review and AOL
 - These reciprocally interact to help strengthen student learning
- Collected data systematically and consistently for five years
 - BBA/MBA/MAcc/BS-BA Economics/HLC-8
- Rotated objectives on and off (if passed 3 of 4 times)
- Used the data to systematically improve student preparation and learning
- Here are four great examples of what we did

What Was Great - Major Curricula Changes

- Created two new majors
 - BBA in Innovation and Entrepreneurship
 - BS in Information Systems (almost ready)
- New Minors/Concentrations
 - Actuarial Studies (Finance)
 - Supply Chain Management
 - Business Analysis (MIS)
 - Innovation and Entrepreneurship
- New MBA Concentrations
 - Health Care
 - Finance
 - Information Management
- 15 New Courses in BBA
- 13 New Courses in MBA

What Was Great- BBA 1a AOL Results

After first failure in Fall 2011:

- Examined Cap-Sim; Did Training
- 2.0 in Five Courses (progression req.)
- Changed Online Drop Guidelines
- Dialogue with Math Department (see next one)



-Assessed in MGMT 4347

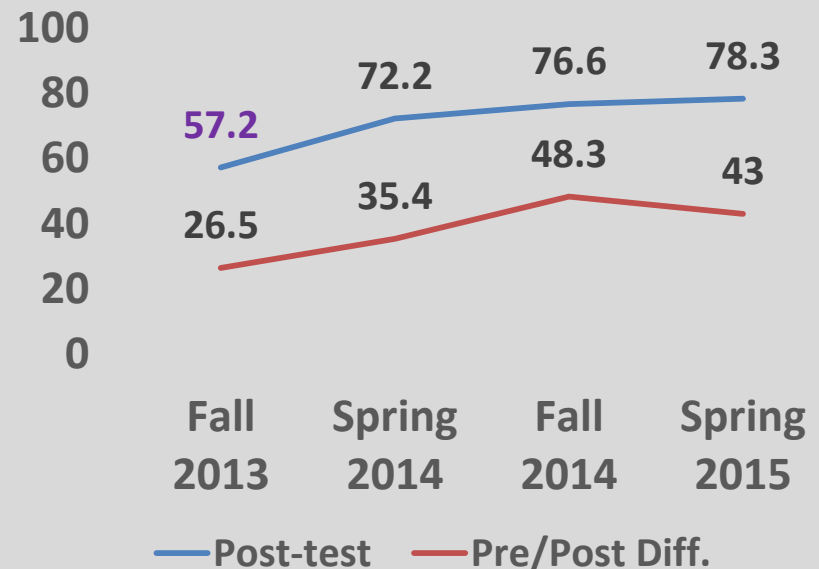
-Benchmark: 50%

What Was Great- BBA 1b AOL Results

Failed both semesters 2010-2011; failed again in Fall 2013:

- Formed task force (2012)
- Primary problem seemed to be Algebra preparation
- Met with Math—changed curricula in MATH 1395 (2013)
- Implemented change fully in 2014

BBA 1b Quantitative Skills



**-Assessed in QMTH 2330/FINA 3330
MGMT 3344/ACCT 4315**

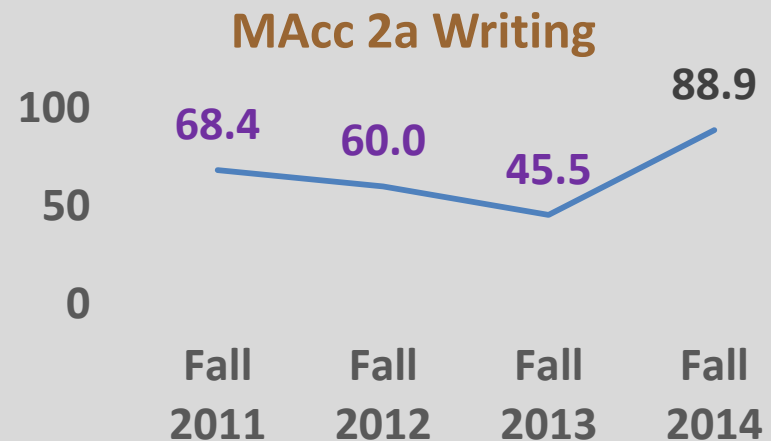
-Benchmark: Post-test > 70; Signif. Diff.

What Was Great- MAcc 2a AOL Results

Failed three semesters in a row:

- Emphasize writing in class (after 2011 failure)
- Raised admission standards in MAcc (after 2012 failure, for 2013 year)
- All students required to submit paper to Writing Center (after 2013 failure)

Which step worked?



-Assessed in ACCT 6310

-Benchmark: 80% get 11 of 14

Last Year's Results

- BBA
 - 10 of 10 Learning Objectives passed the benchmark
 - 1b (Quant.), 2a (Global), 4b (Oral), 5a (Teams), 7a (all functional areas)
- MAcc
 - 6 of 6 Learning Objectives passed; 2 more this summer
- MBA
 - 2 of 4 Learning Objectives passed
 - Failed: 1a Dynamic Thinking and 3b Oral Comms

To Assess This Year

- BBA
 - 3b (Legal): ACCT 2321; ACCT 2376
 - 6a (SW Support): MIS 2343
- MAcc
 - 1a/5a (Acct. Standards/International): ACCT 6310
 - 4a/7a (Leadership/Dynamic Thinking): ACCT 6350
- HLC #8
 - I & E: MGMT 4376
 - Insurance: INSU 3315
- UCA Core: Lower Division
 - ECON 1310/ECON 2310/ECON 2320/ECON 2321
 - FINA 2330/MGMT 2341

Why and What We Assess

- Why Do We Assess?
 - Demonstrate Student Proficiency (show our strengths)
 - Improve Student Learning (enhance weaknesses)
- BBA Program (7 Learning Goals + 11 Learning Objectives)
- All BBA degrees/majors (HLC-#8; has Learning Goal #8)
- MBA and MAcc Programs
- BS/BA Economics
- University Core (starts this fall); includes both LD and UD courses

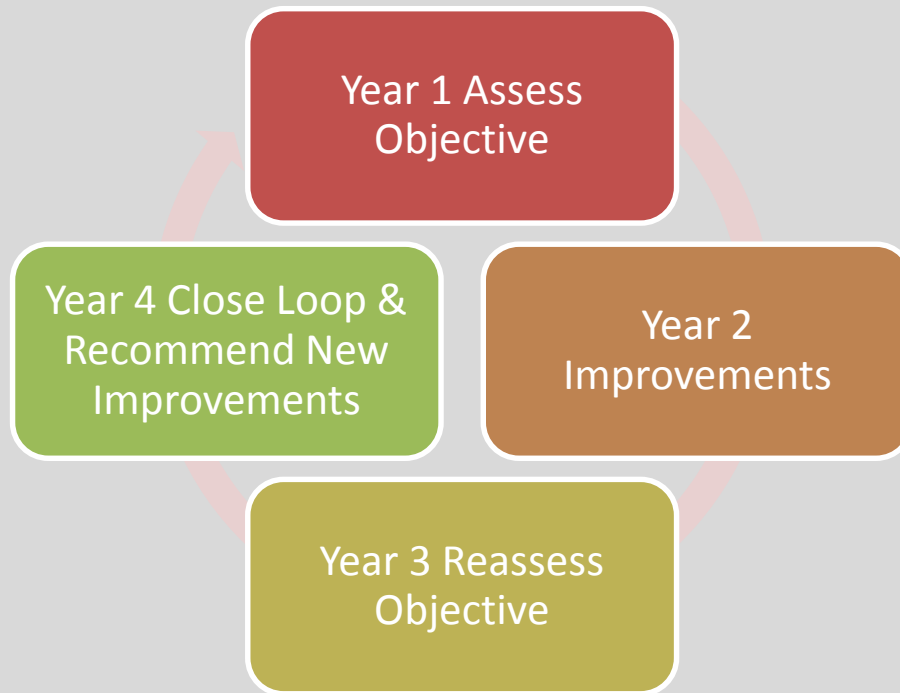
So Why Revise Our Process?

- Despite many successes, CAC and others recognized that improvements could and should be made. Here were some problems:
- Too complex: too many assessments, scheduling difficulties
- Could not assess every objective in a reasonable amount of time (five years)
- Did not focus enough attention on improving student learning, especially for objectives that passed the benchmark

The New Process

- All objectives will be assessed twice in each five-year period
- In between the two assessments, an improvement team will make recommendation improvements
- After the second assessment, the improvement team will analyze and see if improvements worked (closing the loop); they will then make recommendations for improvement
- This will reduce number of BBA assessments (by 70% in next academic year (compared to last year); by 60% in 2016-2017)

What it Looks Like



The Revised Process

- Instead of examining only aggregated data, improvement teams will have all data
- The data will be analyzed by item (and as aggregated data)
 - Rubrics: each item in the rubric
 - Tests: each test question (or test “areas” comprised of one or more questions)
 - We must add items or test questions/areas to the benchmark

Improvement Teams

- Formed around a Learning Objective (could span similar objectives in all three BBA/MBA/MAcc programs—like written communications)
- Typically one person from each department; one of these will be a member of the COB CAC
- Are semi-permanent; should be faculty experts in the objective (perhaps one's who teach the class)

Improvement Teams

Make two kinds of improvement recommendations:

- Ones that directly improve student learning
 - Areas to focus on; more/different assignments; curricular changes
- System improvements
 - Rework how and when data is collected; revise rubrics or benchmarks

Recommendations flow to departmental CACs, COB CAC, and Executive Committee/Dean

Improvement Team in Action

Spring 2015 BBA 4b Oral Comms

- Team:
 - Marsha Carson
 - Anthony McMullen
 - Mike Ellis
 - Alex Fayman (CAC rep)
- Analyzed data from Fall 2014
- Recommendations go forward this Fall (close loop activity N/A)
- **System Improvements**
 - Revise rubric (old did not measure visual aids/presentation itself)
 - Benchmark too low (69%), for each item & for aggregate
- **Direct Learning Improvements**
 - Videotape great presentation (Target/Windstream competition?); show to class
 - Have outside good teams do in-class presentations

BBA Schedule

| Learning Objective | Description | 2015-2016 | | 2016-2017 | | 2017-2018 | | 2018-2019 | | 2019-2020 | |
|--------------------|------------------------|-----------|-----------|-----------|--------|------------|--------|------------|--------|------------|--------|
| | | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| 1a | Analytic skills | | | Improve | | Assess | | CL/Improve | | Assess | |
| 1b | Quantitative skills | Improve | | Assess | | CL/Improve | | Assess | | CL/Improve | |
| 2a | Global (2310) | Improve | | Assess | | CL/Improve | | Assess | | CL/Improve | |
| | Global (UD) | | | | | | | | | | |
| 3a | Ethical issues | Improve | | Assess | | CL/Improve | | Assess | | CL/Improve | |
| 3b | Legal issues | Assess | | Improve | | Assess | | CL/Improve | | Assess | |
| 4a | Written communications | Improve | | Assess | | CL/Improve | | Assess | | CL/Improve | |
| 4b | Oral communications | Improve | Assess/CL | | | Improve | | Assess | | CL/Improve | |
| 5a | Teamwork | | | Improve | | Assess | | CL/Improve | | Assess | |
| 6a | SW support | Assess | | Improve | | Assess | | CL/Improve | | Assess | |
| 6b | Role of IS | Assess | | Improve | | Assess | | CL/Improve | | Assess | |
| 7a | Bus. Concepts | | | Improve | | Assess | | CL/Improve | | Assess | |

University Core

- **Our new UCA Core requires the following**
 - 38 hours of LD coursework
 - FYS (could be part of the 38 hours)
 - UD: a course which satisfies each of the four areas (Comms, Crit. Inquiry, Responsible Living, Diversity)
 - Capstone Course
- **COB has the following approved**
 - 9 LD courses
 - 17 UD courses
 - 2 capstone courses

University Core Assessment

- UCA has not had an assessment program (for General Education courses)
- All LD/UD/Capstone courses are designed to be assessed
- The original plan was to assess every course, every student, every semester
- This fall, we will assess all LD Core classes (except MGMT 2301 and MKTG 2376)

Curriculum Management-The Future

- Keep curricula current, responsive, innovative
 - Logistics
 - BS-IS
 - Online BBA in General Business
 - Curriculum reviews
- AOL: let's improve student learning
 - Collect assessment data (all courses)
 - Improvement teams

College of Business and University Nominations and Elections

- **COB Committees (Dept. Appointment)**
- **University Committees (Senate Appointments)**
 - Academic Adjustment and Appeals: Doug Isanhart
 - Athletic Committee: Doug Voss
 - Diversity Advisory Committee: Lauren Maxwell
 - Faculty Development: Susan Myers
 - Faculty Emeritus/Emerita: Joe McGarrity
 - Honors Council: Laci Lyons
 - Scholarship Committee: Lauren Maxwell

College of Business and University Nominations and Elections

- **University Committees (Nominations Requiring Vote)**
 - CORE Council: Mike Ellis
 - Faculty Grievance: Ron McGaughey
 - Research Excellence Award: David Mitchell
 - Teaching Excellence Award: Scott Nadler

College of Business

Other Announcements

- **This is our Team Visit Year**
 - Team Chair here September 16th and 17th
 - Team Visit February 28th – March 1st
- **Mark your calendars:**
 - 2:00pm August 27th: SC/Logistics Check Presentation to President Courtway
 - September 30th: COB Day on the Lawn
 - October 8th: Majors Fair
- **Other Issues:**
 - University Initiatives related to Strategic Planning and Innovation
 - Regular News Updates
 - Upcoming Networking Event (ACRE Sponsored)
 - Tailgate Information
 - Windstream Case Competition Meeting
 - 10:00am; COB 105; September 11th

