



May 6, 2008

Edward Ranelli, Dean
College of Business
Building 76, Room 231
University of West Florida
11000 University Parkway
Pensacola, FL 32514-5752

Dear Dean Ranelli:

It is my pleasure to inform you that the peer review team recommendation to extend maintenance of accreditation for the undergraduate and master's degree programs in business¹ offered by the University of West Florida is concurred with by the Maintenance of Accreditation Committee and ratified by the Board of Directors. Congratulations to you, President Cavanaugh, Provost King, the faculty, the students, the staff, and all supporters of the business programs at the University of West Florida.

One purpose of peer review is to stimulate further continuous improvement of quality programs. As noted in the team report, your School is to be commended on the following strengths and effective practices:

1. Outreach to the Northwest Florida community through the Small Business Development Center and the Haas Center for Business Research and Economic Development are consistent with the mission and make substantial contributions to the region.
2. Development of the Pensacola Young Professional Internship Program and associated leadership/professional development seminars enhance the provision of a pool of well qualified candidates for business positions in the region.
3. The Pensacola Venture Forum brings together entrepreneurs with venture capitalists and private investors.
4. The introduction of credit-bearing certificate programs in Professional Accountancy, Information Systems Management, Internet Marketing, Entrepreneurship, and Supply Chain Logistics have been beneficial.
5. The MBA portfolio project gives the college a unique differentiating feature to distinguish itself in the marketplace.

Additionally, in the interest of continuous improvement, the development of annual maintenance reports provides your school an ongoing opportunity to discuss progress on and updates to the action items within your school's strategic plan. These annual progress updates are to be retained at your school until 60 days prior to your next on-site review. As identified within the peer review team report, the following items are suggested for incorporation into your ongoing strategic planning initiatives:

1. The policy governing faculty intellectual contributions for Academically Qualified faculty should be strengthened, particularly considering the number of graduate programs offered. The current standard of

¹ See Attachment A: Scope of Accreditation

² See Attachment B: Timeline

requiring only one peer reviewed journal article plus three other intellectual contributions represents a minimalist threshold. In addition, the college should consider development and application of criteria for assessing the quality of faculty intellectual contributions of Academically Qualified faculty.

2. The college should review and strengthen the criteria for maintenance of Professional Qualification of faculty. The policy should: assess the educational background, professional experience, and demonstrated work outcomes required to attain PQ status; determine the priority and value of different activity outcomes reflecting the mission and strategic management processes; determine quality standards required of each activity and how quality is assured; and should specify the quantity and frequency of activities and outcomes expected within a typical AACSB review cycle to maintain PQ status.
3. The criteria for faculty qualifications should be clearly communicated to the faculty. Faculty data sheets should be updated annually. Annual reports should include summaries of AQ and PQ activities in order to track continuous improvement. Significant progress on the faculty qualification issues described above should be demonstrated in the next annual report.

The University of West Florida, College of Business has achieved accreditation for six additional years. The next on-site maintenance review occurs in the fifth year, 2012-13. A timeline specific to your visit year is attached². Please refer to the [Maintenance of Accreditation Handbook](#) for more information regarding the processes for maintenance of accreditation. The handbook is evolving and will be updated frequently to provide the most current process improvements. Please monitor the website to make certain that you have the most current version.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the maintenance of accreditation process and for providing valuable feedback to develop a more meaningful and beneficial review.

Sincerely,



Judy Olian, Chair
Board of Directors

c: John Cavanaugh, President
Chula King, Provost
Peer Review Team
 Dannie Harrison, Team Chair
 Charles Bullock, Business Member
 Gary Giamartino, Business Member
Caryn Beck-Dudley, Chair, Maintenance of Accreditation Committee
 Peter Lindstrom, MAC Liaison
 Robert Reid, MAC Reader

SCOPE OF ACCREDITATION
Maintenance of Accreditation March 2008

Name of Institution:

University of West Florida

Name of Business Academic Unit:

College of Business

List of Degree Programs Reviewed:

Bachelors – Business

Accounting

Finance

Management

Management Information Systems

Marketing

Economics

Master's – Accounting

Master's – Business

MAINTENANCE OF ACCREDITATION TIMELINE - Visit 2012-2013

<u>08-09</u>	<u>09-10</u>	<u>10-11</u>	<u>11-12</u>	<u>12-13</u>
<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan
<ul style="list-style-type: none"> Prepare Annual Maintenance Report for prior academic year 	<ul style="list-style-type: none"> Prepare Annual Maintenance Report for prior academic year 	<ul style="list-style-type: none"> Prepare Annual Maintenance Report for prior academic year 	<ul style="list-style-type: none"> Prepare Annual Maintenance Report for prior academic year 	<ul style="list-style-type: none"> Prepare Annual Maintenance Report for prior academic year
<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year
		<ul style="list-style-type: none"> July 1 - Submit Maintenance Review Application with signed cover letter requesting maintenance review and preferred visit dates. 	<ul style="list-style-type: none"> Accreditation Coordinating Committee rules on exclusions and the scope of the accreditation visit 	<ul style="list-style-type: none"> Submit Fifth Year Maintenance Report and the five year collection of Annual Maintenance Reports
		<ul style="list-style-type: none"> Submit List of Degree Programs including Catalogs 	<ul style="list-style-type: none"> Work with AACSB to select Peer Review Team from peer and aspirant groups 	<ul style="list-style-type: none"> Submit Policies for Faculty Management, including Non-Tenure Track Faculty
		<ul style="list-style-type: none"> Submit request for exclusion of degree programs including justification for the request 	<ul style="list-style-type: none"> Work with AACSB to set the visit date 	<ul style="list-style-type: none"> Submit Executive Summary including effective practices
		<ul style="list-style-type: none"> Submit List of Comparison Groups (Peer, Competitive, and Aspirant) <p><i>Previous four items to be submitted together.</i></p>		<ul style="list-style-type: none"> Accreditation Statistical Reports will be distributed to applicant and team members by AACSB
				<ul style="list-style-type: none"> Work with Peer Review Team to prepare the Visit Schedule
				<ul style="list-style-type: none"> Peer Review Team Visit