

College of Business
The University of West Florida

Accreditation Maintenance
Annual Report
2005-2006

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Progress Over the Previous Year on Existing Priorities

1. Prepare for AACSB Maintenance of Accreditation.

- Engaged external consultant—Dr. David Billings, Dean, University of Alabama, Huntsville—with campus visits in October 2005 and March 2006. Dr. Billings met with the College's AACSB Steering Committee and the General Faculty and reviewed a draft of the College's strategic plan, the AQ/PQ policy, participating/supporting faculty policy, the assurance of learning plan including student learning outcomes, and the intellectual contributions incentive plan.
- Engaged Assistant to the Dean for Accreditation—Dr. Carl Backman, and allocated portion of time of Office Assistant—Ms. Teri Foster—for accreditation-related activities.
- Held monthly meetings of the College's AACSB Steering Committee (Dean, Associate Dean, department chairs, College Council chair, Undergraduate Curriculum Committee Chair, and Assistant to the Dean) to review AACSB standards; to develop the College's strategic plan including mission statement, vision statement, goals, and action items; to review progress on assurance of learning plan; to review policies related to faculty sufficiency; and to discuss actions to be taken within the College to ensure that the College is operating within the intent of the AACSB standards.
- Updated College of Business Strategic Plan (see #6 below).
- Developed and implemented policy statements on faculty qualifications, faculty participation, and intellectual contributions. AQ/PQ policy approved by the College Council, reviewed by department faculty, and endorsed by the General Faculty.
- Attended accreditation-related seminars offered by AACSB: Strategic Management (Dean and Assistant to the Dean) and Assessment of Learning (Associate Dean).
- Continued development and implementation of assessment of learning outcomes (see #2 below).

2. Refine Assurance/Assessment of Learning Activities.

Undergraduate programs:

- Refined student learning outcome statements for the BSBA. Outcome statements approved (April 2006) by the Undergraduate Curriculum Committee, department faculty, and endorsed by the General Faculty.
- Developed internal assessment instruments with associated rubrics.

- Implemented internal assessment in capstone course MAN 4720 Policy Analysis and Formulation for outcomes related to written communication, application of content knowledge, and ethics in business.
- Implemented external assessment (ETS Major Field Test in Business) in GEB 4361 Business in the International Environment in Fall 2005 and Spring 2006 semesters.
- Implemented graduating student survey in capstone course MAN 4720 in Fall 2005 and Spring 2006 semesters.

Graduate programs:

- Refined student learning outcome statements for MBA and Master of Accountancy and secured approval from the respective faculties and Graduate Curriculum Committee.

3. Ensure Faculty Development.

- Implemented individual faculty scholarly activity incentives program providing \$24,350 in SEED funds to 12 faculty who generated a total of 14 peer-refereed journal articles.
- Provided base allocation of \$1000-1200 per faculty member to academic departments for faculty travel to professional meetings.
- Provided additional funding in the amount of \$1000 per faculty member to academic departments for faculty development.
- Allocated 8 additional graduate assistants with funding provided by the Office of Research to support faculty scholarly activity and 2 additional graduate assistants for Summer 2006 from College funds.

4. Enhance Staff Development Program.

- Provided three special college-based staff development activities focused on (1) Pay for Performance (2) SEDONA Systems, and (3) TechnoEtiquette.

5. Recruit New Faculty and Monitor Faculty Sufficiency.

Faculty Recruiting for 2006-2007 Academic Year

- Replaced retiring Mary Ball Washington Professor of Accountancy (Dr. James Hasselback to replace Dr. Milton Usry).
- Replaced visiting faculty member in Economics with tenure-track faculty member (Dr. Chris Burkart to replace Mr. Ash Morgan).
- Hired faculty member in new line in Accounting at Fort Walton Beach Branch Campus (Dr. Stephanie Mousalli) to address faculty sufficiency concerns at branch campus.
- Hired Instructor/Academic advisor (Ms. Monica Salomon) on new line to provide additional student advising and instructional capacity in Accounting related to enrollment growth.
- Haas Center employed new staff member (Mr. Ash Morgan) who will teach 0.25 FTE to support instructional needs in Economics.

Monitoring Faculty Sufficiency

- Purchased license for use of SEDONA Systems—a Web-based application for collecting, managing, aggregating, and reporting faculty research, service, and teaching activities.
- Developed faculty qualifications policies for academic/professional qualifications and for participating/supporting designations. Benchmarked policy with peer institutions; policy reviewed by external consultant; approved by the College Council and department faculties and endorsed by the General Faculty.
- Developed policy on intellectual contributions portfolio.

6. Ensure Continuous Quality Improvement through Strategic Management.

Strategic Planning

- Secured faculty approval of revised Mission Statement. (Clarified levels of degrees offered and highlighted centrality of the teaching mission.)
- Strategic Plan draft critiqued by AACSB external consultant.
- Strategic Plan goals developed with input from Strategic Management Committee, academic department faculties, College of Business Council, Student Advisory Council, and Business Advisory Council; Strategic Plan including revised mission statement and updated goals approved by the College Council and department faculties and endorsed by the General Faculty.

Programmatic Changes Based on Assessment and Other Data

- Based on feedback from the Business Advisory Council (April 5, 2006), the Undergraduate Curriculum Committee recommended and secured college faculty approval (April 28, 2006 College of Business Faculty Meeting) to add an ethics-focused course to the BSBA curriculum.
- Modified financial statement analysis content of FIN 3403 Managerial Finance (effective Fall 2006) and ACG 3311 Applied Managerial Accounting based on results of business-knowledge assessments in BSBA capstone course. Master syllabi were produced for the two courses with agreement to include more work related to financial statement analysis.
- Secured agreement of the Department of English to modify the content of ENC 3250 Professional Writing based on results of assessment of writing skills in BSBA capstone course.
- Developed and pilot tested MAN 3XX1 Project Management in response to University Quality Enhancement Plan and Academic Learning Compact initiatives.
- Developed and implemented policy and procedures to block student enrollment in College of Business courses requiring prerequisite(s) if prerequisites not met.
- Made decision to place hold on further admissions to BSBA Marketing program at Fort Walton Beach Campus based on review of enrollments and faculty sufficiency issues.

7. Review By-laws and Develop Faculty Policy Manual.

- Continued review of College By-laws to identify necessary revisions for presentation to the College of Business Council and the College Faculty. (Most of the identified changes are minor and editorial in nature. Further review awaiting expected changes to university-level policies related to annual evaluation, promotion, and tenure.)
- Developed site map for College of Business Web-based Information Center for faculty, students, and administration/staff.

Priorities for the Immediate Future

(from the College of Business Strategic Plan adopted April 2006)

Goal 1

Encourage, support, and maintain a student-oriented learning environment with focus on student and faculty interaction and engagement of students in the learning process.

- a. Establish a CoB Student Advisory Council with initial charge to identify critical attributes of a student-oriented learning environment.
- b. Survey students, alumni, and employers regarding the quality of student-faculty interactions.
- c. Coordinate with the Career Center to enhance services such as job placement, internships, and cooperative education experiences for CoB students.

Goal 2

Increase the quality and number of students from the region for whom the UWF College of Business is the college of choice.

- a. Continue regular recruiting visits to the seven regional community colleges.
- b. Award merit scholarships at each of the seven regional community colleges.

Goal 3

Enhance student learning through assessment of student learning and continuous processes of curricular and instructional review.

- a. For the undergraduate program, further develop the assessment plan rubrics for critical thinking, communication, ethics, project management, and business knowledge; continue to gather assessment data, analyze data, recommend and implement appropriate improvements in the curriculum.
- b. For the graduate programs, implement assessment plan, analyze data, recommend and implement appropriate improvements in the curriculum.

Goal 4

Provide support and incentives to ensure that faculty maintain appropriate academic and professional qualifications to sustain currency and relevance in their respective disciplines.

- a. Continue to provide support to departments and individuals to expand intellectual contributions portfolio.

- b. Monitor intellectual contributions productivity at individual, departmental, and college levels.
- c. Provide support for faculty development in ethics education to support new core requirement in business ethics.
- d. Implement faculty hiring plan by recruiting for three positions at least one of which to be headquartered at Fort Walton Beach: (a) strategic management and business ethics, (b) management information systems, and (c) marketing.

Goal 5

Provide support and encouragement for faculty participation and leadership in internal and external service activities that enhance the missions of the College and University.

- a. Ensure appropriate College of Business representation on college and university committees and councils.

Goal 6

Increase College of Business contributions to the educational and economic development of the northwest Florida region.

- a. Support the region's business and economic development initiatives through programs such as the development of certificate programs in entrepreneurship and logistics and partnership agreements with local firms and agencies to support business speaker series.
- b. Continue to engage the regional businesses in the activities of the College through the Business Advisory Council with special emphasis on strategic management, quality of the curriculum, assessment of student learning, and faculty participation.

Goal 7

Ensure that resources are sufficient to foster the College's vision and mission and enhance the quality, size, and scope of the College.

- a. Secure funding for additional scholarships, fellowships, and graduate assistantships.
- b. Secure additional funding to support faculty development particularly in the area of online course development.
- c. Support efforts to acquire legislative funding for a new College of Business classroom complex.

Goal 8

Enhance the reputation of the College of Business for quality through

accreditation and other recognitions.

- a. Continue preparations for reaffirmation of accreditation by AACSB.
- b. Expand interaction with the region's business community through linkages, partnerships, and public relations to increase awareness of the quality of the College's programs and services, students, faculty, and staff.