Report:	Assessment Plan Details for: School of Business and Economics
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2009-10 Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, September 02, 2010

Measures and Findings

School of Business and Economics Outcome Set

Graduation Rates

Retention/Graduation

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.0.

Measures & Findings

Departmental Strategies

Program level; Direct - Other

Details/Description: Audit departmental operational plans to ensure they include strategies to improve retention and graduation rates

Acceptable Target: 100% of departments

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Departmental Strategies

Summary of Findings: All departmental operational plans include retention targets that are aligned with UNC-GA mandates. Each department has also developed persistent goals that are documented in the departmental operational plan and stored in Task Stream.

Acceptable Target Achievement: Met

Recommendations : The Dean will continue to maintain an ongoing dialog with department chairs through regular meetings to monitor whether strategies to increase retention/graduation rates are effective.

Reflections/Notes :

Substantiating Evidence:

Retention and Graduation Rates

Program level; Direct - Other

Details/Description: Track retention and graduation rates by department

Acceptable Target: Increase 10% annually

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Retention and Graduation Rates

Summary of Findings: The retention rate from Spring 09 to Spring 10 was 78.7 percent. The breakdown of this rate reveals a retention rate of 78.8 and 76.7 percent among undergraduate and graduate students respectively. The retention rate among males is 77.1 percent. The overall SBE graduation rate from Spring 09 to Spring 10 was 22.4 percent with a total of 154 graduates.

Acceptable Target Achievement: Met

Recommendations : The graduation rate of 22.4 percent represents both first time and transfer students. The School must disaggregate graduation data to determine the rate for each population. The retention rate and number of graduates has remained relatively stable over the past three years. Consequently, efforts must be taken to identify strategies to increase the rate to enable the School to make a meaningful contribution to the University's efforts to meet UNC-GA targets.

Reflections/Notes :

Substantiating Evidence:

Pre-Business students

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.0.

Measures & Findings

Pre- Business Retention
Program level; Direct - Other

Details/Description: The Pre-Business Program will maintain a retention rate of 80 percent and ensure students progress toward their desired program of study in a timely manner.

Acceptable Target: 80% retention rate

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Pre- Business Retention

Summary of Findings: Analysis of enrollment and retention data generated by Institutional Research indicates that enrollment in the Pre-Business Program increased from 78 students in Fall 2008 to 168 students in Fall 2009. Of the 78 students listed in Fall 2008, 100 percent have been retained in the program or have matriculated into their desired major.

Acceptable Target Achievement: Exceeded

Recommendations : The results demonstrate that the Pre-Business Program serves as an effective means to advise and monitor intended business majors. Further analysis of program data indicates that approximately 20 percent of students have GPAs below 2.0. Although most of these students continue to make incremental improvements each semester, they must be encouraged to stay actively involved in the Academic Success Program and meet with the Pre Business advisor on a regular basis.

Reflections/Notes :

Substantiating Evidence:

Student Learning Outcomes

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.2., 1.2.3.

Measures & Findings

Student Learning Outcomes
Program level; Direct - Exam

Details/Description: For all SBE wide learning outcomes, Improvement Plans will be developed for all course outcomes that fall short of the minimum acceptable target achievement level.

Acceptable Target: Improve by ???

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Student Learning Outcomes

Summary of Findings: SBE wide learning goals are intended to enhance student learning in the following areas: communication, ethical reasoning, analytical skills, information technology, global outlook, critical thinking, and understanding of legal systems. Improvement Plans have been developed (or were implemented) for learning outcomes falling short of the 70 percent target. The plans were developed by departments or committees and are available in Task Stream.

Communication: An oral presentation rubric was administered during the 2008-09 academic year. Since both acceptable (70 percent) and ideal (90 percent) targets were met, the learning outcome was not assessed during the 2009-10 academic year.

Ethical Reasoning: In 2008-09, only 27 percent of students met or exceeded the ethical reasoning target. In response, a committee was formed to raise awareness among faculty of the need to develop a uniform set of ethical terms that would be reinforced in selected courses. The rubric was also revised to reflect the change in terminology. These changes resulted in 95 percent of students meeting or exceeding the target during the 2009-10 academic year.

Analytical Skills: The Major Field Exam is

used to assess analytical skills. Results indicate that 64 percent of students met or exceeded the target. An Improvement Plan was developed and will be implemented during the 2010-11 academic year.

Information Technology: Students are required to use IT tools to identify relevant data, create new information, present summarized information, and make a decision/recommendation based on the analysis of information. Results indicate that 67 percent of students met or exceeded the target. An Improvement Plan was developed and will be implemented in the 2010-11 academic year.

Global Outlook: A survey was developed to determine if students were exposed to another culture during the year. The survey will be administered during the 2010-11 academic year.

Critical Thinking: The CLA exam is used to assess critical thinking skills. A very small number of students took the exam and all scored below the targets. An Improvement Plan was developed and will be implemented in the 2010-11 academic year.

Understanding of Legal Systems: In 2008-09 students performed well below the 70 percent target. A committee has begun working on an Improvement Plan that will be implemented during the 2010-11 academic year.

Acceptable Target Achievement: Met

Recommendations : The School has made satisfactory progress in meeting learning outcome targets but must continue to develop strategies to enhance student performance in the areas of analytical skills, critical thinking, and understanding of legal systems. The successful development and implementation of Improvement Plans this academic year has demonstrated the effectiveness of the assessment process. Particular emphasis must be placed on improving student performance on the CLA, despite the fact that findings are based on a very small sample (maximum of four students). During the 2008-09 academic year, the plan was to offer CLA Lite exercises in selected courses. Findings indicate that this plan must be expanded to include more courses and additional faculty must participate in the University's CLA training initiative.

Reflections/Notes :

Substantiating Evidence:

Economic Transformation

Economic Transformation	Measures & Findings	
Mapped to: • FSU Strategic Priorities, Initiatives,	Number of Activities Institution level; Direct - Other	Findings for Number of Activities

and Indicators: 2.5.0.

Details/Description: Number of activities that SBE engages in to support economic transformation

Acceptable Target: 5 activities

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Summary of Findings: The School exceeded its goal of engaging in 5 economic development/transformation activities each year. The activities are listed by program in the sections below.

During the 2008/09 academic year, only one faculty publication highlighted an economic development issue. The number increased to three publications during the 2009/10 academic year. In addition, the School was awarded two grants that were related to economic development in the region. The publications and grants are listed below:
2008
- Nijhawan, I., Miah, F., Wane, A. (2008). Economic Disparity in the Cape Fear Region Counties 1990 - 2005. Fayetteville State University: Health disparities Institute.

2009
- Wane, A., Nijhawan, I., Miah, F. (2010). "Using ANOVA to Analyze Economic Disparity: A Case Study of the Cape Fear Region," North Carolina American Institution of Higher Education (3), pp. 682 - 697).
- Jackson, P., Nijhawan, I., Aghajanian, A., Spillman, J. (2009) The Economic Impact of BRAC on the 11 Member Counties: Bridging the Gap for the Economically Disadvantaged Population, http://www.bracrtf.com/
- Jewell, C., Nijhawan, I., Pate, S., Hall, W. (2009). North Carolina's Southeast Regional Economic Development Data Book. Regional Economic Development Organization Council.
- Nijhawan, I. Compiled in co-operation with ACCRA, the local Mid-Management Cost of Living index for Cumberland County
Grants
- Veterans Business Outreach Center (VBOC) - $150,000 per year for up to five years (US Small Business Administration). The VBOC will provide business support to veterans located in eight states.
- Wounded Warriors Entrepreneurship Bootcamp - $25,000 (Bank of America). The School continues to solicit additional funds so that the Bootcamp can be offered during 2010/11 academic year.
- The School is currently writing a USDA Rural entrepreneurship grant ($500,000) to conduct research designed to increase the number of microenterprises and other entrepreneurial ventures in the region.

Acceptable Target Achievement: Exceeded

Recommendations : The mission of the SBE highlights the importance of economic development and outreach activities. As such, faculty have increased their production of scholarly journals and grant writing in the area of economic development. The recent hiring of an Endowed Chair for the Study of Capitalism and Free Enterprise is expected to increase the number of publications and projects in the future.

Reflections/Notes :

Substantiating Evidence:

Economic Education

Measures & Findings

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 2.5.0.

Center for Economic Education

Details/Description: The Center of Economic Education will conduct a series of workshops for high school teachers.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Center for Economic Education

Summary of Findings: The Center for Economic Education offered the following workshops/training sessions during the 2009-10 academic year:

-Teacher training for the NC Stock Market Game
-Initiating the Developmental Economic Education Program (DEEP) for the following school systems: Cumberland County, Richmond County, Moore County, and Robeson County
-Conducting Economic Education training workshops in selected school systems across the state

Acceptable Target Achievement: Met

Recommendations : The Center for Economic Education has fulfilled its mission to enhance economic education in the region. The Director is currently on phased retirement and efforts must be taken to find a replacement during the next academic year.

Reflections/Notes :

Substantiating Evidence:

Entrepreneurship

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 2.5.0.

Measures & Findings

Center for Entrepreneurship

Institution level; Direct - Other

Details/Description: The Center for Entrepreneurship will conduct workshops and implement programs to support entrepreneurship. Information related to workshops and sponsored activities hosted by the Center for Entrepreneurship will be the measure.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Center for Entrepreneurship

Summary of Findings: The Center for Entrepreneurship sponsored the following conferences/workshops during the 2009/10 academic year:

-Green Business Conference
-Youth Entrepreneurship Conference
-OFC Venture Challenge
-Business Plan Competition
-HBCU Dean Conference

Acceptable Target Achievement: Met

Recommendations : The Center for Entrepreneurship continues to demonstrate an effective presence both in the community (through regional conferences) and nationally (through the OFC Venture Challenge. The Center has fulfilled its mission to raise awareness of the importance of entrepreneurship and sustainability.

Reflections/Notes :

Substantiating Evidence:

Fayetteville Business Center

Institution level; Direct - Other

Details/Description: The Fayetteville Business Center will conduct workshops to support entrepreneurship and small business development in the region.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Findings for Fayetteville Business Center

Summary of Findings: The Fayetteville Business Center offered the following workshops/training sessions during the 2009-10 academic year:

-HUB Contractors Business Academy
-NxLevel Business Plan Workshop
-Youth Entrepreneurship & Investment

Supporting Attachments:

Camp
-Bidding and Estimating Workshop

Acceptable Target Achievement: Met

Recommendations : The Fayetteville Business Center has fulfilled its mission to provide workshops to support entrepreneurship and small business development in the region. Future efforts should include attracting additional start-ups to the facility as a means to generate more revenue for the Center.

Reflections/Notes :

Substantiating Evidence:

International and Intercultural Education

International and Intercultural

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 4.1.0.

Measures & Findings

International and Intercultural Education

Institution level; Direct - Other

Details/Description: Track the number of activities per year and faculty/student travel.

Acceptable Target: 3 activities per year

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for International and Intercultural Education

Summary of Findings: Faculty and students participated in study abroad activities during the 2009-10 academic year. Activities included:

-SBE Honor students participated in the University's Study Abroad trip to China during Summer 2009. Additional honor students traveled to Spain during Summer 2010
-One faculty participated in the Center for International Business Education Research (CIBER) Faculty Study Abroad Program as part of the SBE's partnership with the Globalizing Business Schools Program for HBCUs.
-Three faculty attended the globalization seminars sponsored by the University of Memphis' CIBER Program
-The Dean traveled to China and visited five universities to identify potential student and faculty exchange opportunities
-The School sponsored an exchange student from France for the Spring 2010 semester
-Faculty published five articles that employed a global perspective

Acceptable Target Achievement: Exceeded

Recommendations : Each year, SBE faculty and students have participated in international activities. To increase the participation rate, the School must continue to sponsor activities and engage in grant writing to provide more study abroad opportunities. Findings from the global outlook survey are expected to provide greater insight into the level of exposure students have with other cultures and may be used to pursue grants and other external funding.

Reflections/Notes :

Substantiating Evidence:

Student Learning Outcome

Institution level; Indirect - Survey

Findings for Student Learning Outcome

Details/Description: Develop learning outcomes to support the globalization of the curriculum and assess learning outcome.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Summary of Findings: The School introduced a Global Outlook competency in the 2009-10 Assessment Plan. Students will be surveyed to determine if they have had exposure to another culture during the year. In addition, each degree program has a learning outcome that addresses a global issue that is related to the discipline. The learning outcomes and performance metrics are available in Task Stream.

Acceptable Target Achievement: Met

Recommendations : The planned global outlook survey represents a first step in gaining greater insight into the global acumen of students. The Assessment Committee must explore other measures that may be employed to assess student learning in this area.

Reflections/Notes :

Substantiating Evidence:

Parternships

Partnerships

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.1.0.

Measures & Findings

Partnerships

Details/Description: Increase the number of collaborations and partnerships with area community colleges, universities, and other organizations.

Acceptable Target: Information on collaborations

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Partnerships

Summary of Findings: SBE faculty have engaged in a number of collaborations and partnerships during the academic year:

- Green Business Conference (Fayetteville and Cumberland County Chamber of Commerce, PWC, Sustainable Sandhills)
- Youth Entrepreneurship Conference (Fayetteville and Cumberland County Chamber of Commerce, Fayetteville Observer, FTCC, Cumberland County School System)
- Youth Entrepreneurship Camp (City of Fayetteville)
- Gateway Technology Center (NC State University, NC Wesleyan College, Barton College)
- Greater Fayetteville Futures II
- BRAC-RTF's STEM Initiative

Acceptable Target Achievement: Exceeded

Recommendations : The School has doubled its goals with respect to collaborations and partnerships with community colleges, universities, and other organizations. These collaborations have enhanced the image of the School and provide a pathway for future growth in this area.

Reflections/Notes :

Substantiating Evidence:

External Funding

External Funding

Measures & Findings

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.2.0., 6.3.0.

External Funding
Institution level; Direct - Other

Details/Description: The amount of external funding received from public and private sources during the academic year.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for External Funding

Summary of Findings: The School received external funding from the following public and private organizations:

- Bank of America - $30,000
$25,000 contribution for the Wounded Warriors Entrepreneurship Bootcamp and $5,000 for 5 students to participate in a Leadership Conference
- US Small Business Administration - $150,000 (for up to 5 years)
Funding to operate a Veterans Business Outreach Center for veterans located in 8 states
- Fayetteville Observer - $5,000 (for up to 3 years)
Funding to survey readers of the Paraglide newspaper
- Contributors to the OFC Venture Challenge Business Plan Competition - $280,000
Funding to support the annual Business Plan competition
Wal-Mart - $200,000.00
US Navy - $30,000.00
SAIC - $25,000.00
Northorp Grummon - $10,000.00
Georgia Pacific - $10,000.00
BET - $ 5,000.00
- BRAC RTF - $86,000
Funding for a research study examining the economic impact of BRAC on the economically disadvantaged in the region
- NC Insurance Agents - $3,000
Funding to support student scholarships
- City of Fayetteville - $20,000
Funding to support a Youth Entrepreneurship camp
- Annual Youth Entrepreneurship Conference - $15,000
Fayetteville and Cumberland County Chamber of Commerce
Cumberland County School System
Fayetteville Technical Community College
Fayetteville Observer
- Annual Green Business Conference - $10,000
Fayetteville and Cumberland County Chamber of Commerce
Sustainable Sandhills
- Hope VI Assessment Project - $10,000

Acceptable Target Achievement: Exceeded

Recommendations : The SBE continues to obtain funding from external organizations. New contributors include BRAC-RTF, Bank of America, the US Small Business Administration, and the Fayetteville Observer. Given the budget constraints across the state and University, the School must continue efforts to identify opportunities and pursue external funding.

Reflections/Notes :

Substantiating Evidence: