

SUPPORT UNIT REVIEW - PHASE 3
COLLEGE OF BUSINESS ADMINISTRATION

EXECUTIVE SUMMARY

Self-Study and External Review

1) Annual reports and self study

a) Evaluation process

The College of Business Administration's support unit's role is to support the faculty and students. Their work and productivity are reflected in the College's annual reports making it unnecessary and redundant to produce an annual report specific to the unit's activities.

To conduct the self study, all CBA faculty and staff were given the opportunity to respond to questionnaires, and some individuals were interviewed personally about the CBA Support Unit operations. Also, in the course of various meetings, notes were taken by the CBA SUR Coordinator to record various problems and solutions. The External Review Team conducted its review by discussion of the self review report with the CBA SUR lead staff. Each member wrote evaluations of the self study review, which were compiled into a final report.

b) Divergence between self study and review team findings

Overall, both the self study review and the external team review found the CBA support unit to be doing an outstanding job. There is a solid mission in place to guide them, adequate organization, and an effective planning process. However, the external review team submitted three recommendations for improvement, which coincide with the problems revealed in the self review.

The first recommended improvement relates to the Student Services Center with increasing demands mounting for this unit. The ERT proposed that the University should have a regular process to obtain feedback from the students including face-to-face reviews. The SSC started surveying students regarding its services late in spring 2008. The data will be analyzed in fall 2008 and necessary action for improvements will be taken in 2008-09 AY.

The second recommended improvement focuses upon the adequacy, allocation, and morale of the support unit staff and a concern was raised regarding the EMBA Program staffing, especially as the program grows in the next few years. Currently, the EMBA workload is addressed by paying overtime to the MBA Administrative Support Assistant for her EMBA work. Having three EMBA concurrent cohorts late this summer will definitely complicate this situation. Both the Provost and UEE Director have been informed of this situation, but given the uncertainty of the University budget, no decisions have been made to remedy it. The Provost promised to revisit this issue in fall 2008.

A third recommended improvement is the College should have at least a half-time IT staff position to support the increasing use of information technology by faculty and staff. This position should also be permanently funded. This has been an ongoing need in the College for

several years. As with the EMBA staffing, this position is also dependent upon the University budget.

2) Mid-year and annual budget reports

a) Narrative summary

As stated above, the work of the support unit is embedded in the College processes and procedures. Reports specifically on the unit cannot be separated from the College annual reports.

b) Assessment of resource allocation and effectiveness

Staff in the CBA for the most part is adequate. However, the MBA Office Coordinator has a dual appointment, working 4 hours in the CIS Department Office and 4 hours in the MBA Office. With the addition of the new Executive MBA program, which is supported by the MBA coordinator, the MBA Office requires a full-time staff. The MBA Office Coordinator's appointment should be changed to full time, and an additional staff hired for the CIS Office, which could remain at half-time.

Each Department Office requires more student assistants, but the addition of regular staff positions in the departments would be more effective. This would require additional funding to handle the ever increasing student enrollment and the resulting increase in staff workload.

c) Adequacy of resources allocated to perform mandated functions

Other resources such as facilities, equipment, and supplies are adequate for the staff to perform their duties.

3) Effectiveness of the unit in supporting the mission of the university

a) Mission, goals, and values

The CBA support unit mission statement contains the basic required elements relating to what the unit is doing, for whom, and where. Additionally, it cascades nicely from the College's mission of delivering a professional education and the University mission of creating an encouraging learning environment. It adequately encompasses the job assignments that have evolved over many years. The goal of the CBA staff is to serve faculty and students in ways that comply with the College and University missions, as well as offer the best student job fairs, publish the most informative magazines and newsletters. The ultimate goal is to graduate students with the best business education.

b) Processes and assessment

The CBA support unit has been integrated into the CBA strategic planning processes. The support unit has regular conversations with the Dean and Department Chairs regarding the effectiveness of these plans and processes. The staff are required to support the CBA plan and policy with the development of College annual reports and administration of EBI surveys and the BAT questionnaire.

The CBA support unit does not regularly collect, analyze, or report assessment evaluations of CBA students, except in support of the CBA faculty assessment initiatives. The faculty assessment process is very thorough, and presently meets or exceeds all AACSB guidelines, and also supports all WASC reports and initiatives.

c) Special issues

The unit has been very effective in supporting student learning. Its mission fits with the College's mission of delivering a professional education and the University mission of creating an encouraging learning environment. The CBA Student Success Center is at the heart of advancing student learning by offering services and assistance to students easing the path toward their educational goals. The implementation of the Executive MBA Program is also a great success step forward to creating a special learning environment for the area's middle managers. The MSBA, an international finance masters program, which partners with a university in France, is the CBA's effort to globalize student learning.

All of the following programs and efforts have been impressively supported by the unit's staff.

Accreditation

The AACSB accreditation is the dominant special issue of the CBA. Accreditation maintenance requires staff support for the development and implementation of annual reports in preparation for the next peer review visit in 2012-13.

Student Learning Objectives

The CBA staff support student learning as they run the day to day operations of their departments and offices. They continuously work to improve their routines and procedures. The most important aspect is their ability to problem-solve for faculty and students. The CBA staff have mastered multi-tasking at a very high level. The Student Success Center is at the heart of CBA support of student learning. The implementation of the Center and the now permanent status of the coordinator show our commitment to our business students' success.

Self-Support Programs

The CBA staff are fully involved in the success of the MSBA program and the new EMBA program. The EMBA program earns thousands of dollars as the largest fund raising program on campus. The MOM Department staff supports the IEMS Conference held each year in Cocoa Beach, FL.

Publications

The CBA staff create and develop three highly innovative publications for the College. The *Business Options* magazine is published twice a year and distributed to alumni and stakeholders. The *Business News* newsletters, produced several times a year by the SSC, disseminate timely career and academic information to students. The dean's annual report to the CBA Business Advisory Board, *BusinessLine*, is published twice a year.

Student Activities

CBA staff interact frequently with the highly active business student organizations. Additionally, the staff supports the two business honor societies, Beta Gamma Sigma and Beta Alpha Psi.

Career Support Services

In addition to the many career-related functions in the SSC, the staff coordinate two important CBA student career fairs each year, the Annual Accounting Night Reception (fall) and the Meet the Firms Night (spring). These successful events are both highly anticipated by our business students and the business community who draw heavily from our graduates.

Links to the Community

The CBA staff supports the College linkage to the community. In addition to the Business Advisory Board, Gallo CSU Alumni Reception, Stakeholders Meeting, and the annual Business Week activities, the College expects to expand outreach efforts with the business community in the coming year.