I - Institutional Information

To complete this section, first click on the Edit/Checkout button. Then copy and paste the headings into the Institutional Response box below and enter your information.

O 4. List all accredited programs (as they appear in your catalog).

Note: Listing new programs here does not confer accreditation. New degree programs, majors or emphases must be in effect for at least two years and have graduates and follow the guidance in the process book before accreditation will be granted.

O 5. List all programs that are in your business unit that are not accredited by ACBSP and how you distinguish accurately to the public between programs that have achieved accredited status and those that have not.

O 6. List all campuses where a student can earn a business degree from your institution.

O 7 Person completing report:

Person completing report Name:
Phone:
E-mail address:

ACBSP Champion name:

ACBSP Co-Champion name:

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

All accredited programs:

Bachelor of Business Administration (Accounting major)

Bachelor of Business Administration (Business Administration major)

Bachelor of Science in Organizational Leadership

Bachelor of Applied Arts and Sciences (Technical Management major)

All programs not accredited by ACBSP:

Not applicable

All campuses where a student can earn a business degree

There has been no change since the last quality assurance report. The online program was initiated in the year of the site visit but was not in existence during the self-study year. All Division of Business Programs are administered and presented by one Division of Business faculty. The division uses ITV and online courses to deliver courses to students at the various locations:

NWOSU Alva campus (main campus)

NWOSU Enid campus (satellite campus)

NWOSU Woodward campus (satellite campus)

University Center at Ponca City

Oklahoma state correctional institutions

Online [Business Administration/Accounting major classes are 100% online/distance; degree requirements (general education classes) are not 100% online]

Person completing report:

Name: Dr. Steven C. Palmer
Phone: 580-327-8507
E-mail address: scpalmer@nwosu.edu

ACBSP Champion name: Dr. Steven Palmer

ACBSP Co-Champion name: Dr. Bo Hannaford

Sources

There are no sources.

II - Status Report on Conditions and Notes

O 8. Conditions or Notes to be addressed: You do not need to address Opportunity for Improvement (OFI).

Please explain and provide the necessary documentation/evidence for addressing each condition or note since your last report.

Are you requesting the Board of Commissioners to remove notes or conditions? (If the justification for removal is lengthy consider attaching an appendix to QA report).

Remove Note:

Remove Condition:

If you are not removing a note or condition, please list the note(s) or condition(s) below and explain the progress made in removing same.

Do Not Remove Note or Condition:

QA Report
Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

Remove Note: Note on Standard 3, Note of Standard 4, Criterion 4.4, and Note on Standard 5, Criterion 5.2.2. See Exhibit A for justification (Exhibit A - Notes).

In regard to Note on Standard 3, the justification (Exhibit A) refers to the SkyFactor exit survey and alumni survey being posted on the DOB webpage (NWOSU DOB Public Disclosures).

Other documents referenced regarding the Note on Standard 3 are DOB capital budget requests (DOB Capital Budget Requests), the draft advising survey (Advising survey draft), GBUS 1021 syllabus (Syllabus GBUS 1021 - SP16) and the DOB Faculty Woodward schedule (DOB WOODWARD COVERAGE SCHEDULE).

In regard to Note on Criterion 4.4, reference is made to assessment plans and reports being posted on the DOB website (NWOSU DOB Public Disclosures)

In regard to Criterion 5.2.2, the justification refers to the DOB Faculty Resources webpage (NWOSU DOB Faculty Resources).

Remove Condition: Not applicable

Do Not Remove Note or Condition: Not applicable

Sources

- Advising survey draft
- DOB Capital Budget Requests
- DOB WOODWARD COVERAGE SCHEDULE
- Exhibit A - Notes
- Syllabus GBUS 1021 - SP16

III - Public Information

O 9. The business unit must routinely provide reliable information to the public on its performance, including student achievement such as assessment results.

Describe how you routinely provide reliable information to the public on your performance, including student achievement such as assessment results and program results.

Student Learning Outcome Assessment Results: Such as what you report in STANDARD #4, ETS, MFT, accounting assessment, management assessment, critical thinking, communication, etc. How do you make the results public?

Program Results: Such as what you report in Standard #6, graduation rates, retention rates, job placement, etc. How do you make the results public?

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

The Division of Business believes in transparency. Therefore all documents regarding ACBSP accreditation can be found on the DOB website under the Accreditation tab. NWOSU DOB Accreditation Disclosures

Assessment information and public disclosures can also be found on the DOB website under the Assessment/Public Disclosure tab. The materials available to the public include Division of Business graduation and retention rates, ACBSP Quality Assurance reports, Assessment Plans, annual Assessment Reports, Senior Exit Surveys and miscellaneous other data. NWOSU DOB Public Disclosures

In addition to the public disclosures on the website, all reports are shared with the Business Advisory Board and the Student Advisory Committee (see applicable minutes). The reports are discussed with these stakeholders and their input regarding the reports is discussed by the DOB faculty. When appropriate, the DOB faculty will take action based on the input.

Sources

There are no sources.

1 - Standard 1 Leadership

Organization

    a. List any organizational or administrative personnel changes within the business unit since your last report.

    b. List all new sites where students can earn an accredited business degree (international campus, off-campus on-campus, online) that have been added since your last report.

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

a. There have been no changes in organization or administrative personnel at the university or Division of Business level since the last report. Dr. Palmer, the division chair since Fall 2009, has decided to step down as chair at the end of the current academic year (2015-2016). Dr. David Hawkins, who began at NWOSU in Fall 2013, will become the new division chair effective July 1, 2016.

b. There are no new sites where students can earn an accredited business degree that have been added since the last report.

Sources

There are no sources.

2 - Standard 2 Strategic Planning

This is an example of tables that you might use below in your institutional response.

Identify any major changes to the key strategic goals/objectives during this QA reporting period:

Key Strategic Goals/Objectives	Any Major Changes

2. Report the top 3-5 short/long term strategic goals/objectives, summarize the key measures used and progress toward achieving each objective during the current QA reporting period.

Strategic Objectives	Key Measures	Progress Toward Achievement

3. If there have been any significant changes to your strategic planning process (for example, new stakeholders, new process steps, etc.) during the QA reporting period, please report them in a table similar to this.

Strategic Planning Process Changes Summary

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

Powered by Campus Labs

The response to this Standard are contained in the Standard 2 Table:

[Standard 2 Table](#)

Sources

- Standard 2 Table

3 - Standard 3 Student and Stakeholder Focus

Complete the Standard 3 - Student- and Stakeholder-Focus Results table, found under the Evidence File tab above.

Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.
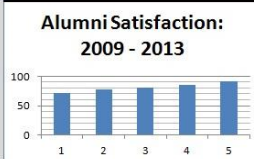
Student- and stakeholder-focused results examine how well your organization satisfies students and stakeholders key needs and expectations.

Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.

Measurement instrument or processes may include end of course surveys, alumni surveys, Internship feedback, etc.

Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board.

Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete successfully for entry-level positions.

Performance Measure: What is your goal? The goal should be measurable.	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)
(Example) Alumni Satisfaction for business programs will be at or above 80%	Annual alumni survey	Three years of positive trend data exceeding goal	Overall satisfaction exceeded the goal, but students requested additional internships & job placement assistance.	Increased the opportunities for internships and assistance with job placement.	Alumni Satisfaction: 2009 - 2013

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

In regard to Standard 3, several actions have been taken to gather feedback from stakeholders.

<u>**Students**</u>

SkyFactor

At the time of the site visit, the Division of Business (DOB) had developed its own senior exit survey instrument. After the site visit, the DOB faculty recommended to the university administration that we adopt the Skyfactor (formerly EBI) Senior Exit Survey. This survey was first used by NWOSU in Fall 2012. The survey is administered as part of the senior capstone class each semester. The results are reported on an annual academic year basis. The report is shared with university administration, DOB faculty and posted on the DOB's website

(http://www.nwosu.edu/business-assessment).

The DOB faculty meet to discuss the results of the survey from the previous year. In AY 2014-2015 the DOB faculty created an ad hoc committee to further analyze the EBI results and to make recommendations as to how the DOB faculty and staff can better meet the needs of our student stakeholders.

Senior Focus Groups

One EBI ad hoc committee recommendation was to conduct focus groups with the graduating seniors to get more insight regarding the results of the EBI survey and student satisfaction/dissatisfaction. These focus groups started in Fall 2014.

The focus groups are conducted by faculty members and take place during the last class meeting of the capstone class each semester. The students are divided into groups of 10-15 students for these sessions. One Marketing faculty member conducts the focus group and another faculty member or the division secretary takes notes.

The following semester, the faculty members who conducted the focus groups, report back to the faculty. The faculty discuss the feedback from the students in a faculty meeting. Appropriate actions are taken when the faculty see an issue to be addressed.

Student Advisory Committee

The Division of Business established a student advisory committee in AY 2010-2011. Each year faculty nominate approximately 10 students to serve on the committee. The committee generally meets once a semester. Issues impacting students are discussed and students are given the opportunity to bring up any topic they desire. The Executive Vice President (Chief Academic Officer), Dean of the School of Professional Studies and dean of students try to attend the student advisory committee meetings.

After the student advisory committee meeting, the faculty will discuss the input received in a division faculty meeting. Actions are taken as deemed appropriate by the faculty. The division chair also discusses the results of the advisory committee meetings with the dean.

Alumni

Alumni Survey

At the time of initial accreditation, the DOB faculty was developing an alumni survey. However, as the DOB faculty researched EBI for the senior exit survey, the decision was to use the EBI alumni survey. The faculty's recommendation was approved by the administration and the EBI alumni survey was first administered in AY 2012-2013. The alumni survey is scheduled to be administered next in AY 2016-2017.

With the assistance of the Alumni Relations Office, recent alumni were contacted by email and requested to take the survey. The response rate was low (around 25%). The results of the survey were shared with the university administration, DOB faculty and posted on the DOB website (http://www.nwosu.edu/business-assessment).

In an effort to increase the response rate next year, there will be an article in the School of Professional Studies Spring 2016 newsletter informing alumni of the importance of responding to the survey. It is believed that by informing alumni of the process and importance, they will be more likely to respond. The newsletter will be sent to all alumni by the NWOSU Alumni Relations Office. Then in the fall, the actual survey will be administered.

Business Advisory Board

Please see the discussion below regarding the Business Advisory Board. There are alumni appointed to the board and therefore, it is another formal method of receiving feedback from alumni.

Business Community

Business Advisory Board

The Division of Business created the Business Advisory Board in AY 2009-2010. The fifteen members of the board are located throughout the university's primary service area, as well as a couple from outside that area. The board originally met twice a year. In the fall the meeting was on the Enid campus and in the spring on the Alva campus. In Spring 2015 the board decided to meet only once a year in Alva.

All major changes and initiatives are presented to the Business Advisory Board for review. All DOB faculty members are present during the board's discussions. Then the faculty will discuss the board's feedback and take appropriate actions.

Chambers of Commerce

Northwestern Oklahoma State University has campuses in three regional cities, each served by a local chamber of commerce. In Alva, Dr. Kirk Moore is a member of the Alva Chamber of Commerce and attends the monthly board meetings. Dr. Joseph Nnanna is a member of the Woodward Chamber of Commerce and attends its monthly meetings. Dr. Nnanna travels from Enid to attend the Woodward Chamber events. Dr. Jim Breyley is a member of the Enid Chamber of Commerce and attends it meetings.

Regional Business Survey

In AY 2013-2014 the Division of Business conducted a survey of local businesses to determine the necessary knowledge, skills and abilities a college Business/Accounting graduate should have. The survey also sought input as to NWOSU Division of Business graduates having achieve the key knowledge, skills and abilities. The survey is planned to be administered again in AY 2015-2016. Arrangements have been made with the Alva, Enid and Woodward Chambers of Commerce to distribute information about the survey and the link to their members.

See Standard 3 Table for examples of results: Standard 3 Table

Sources

- Standard 3 Table

4 - Standard 4 Measurement and Analysis of Student Learning and Performance

a. **Program Outcomes.**

   List outcomes by accredited programs. Many of the program outcomes should be used as part of a student learning assessment plan and be measurable.

   State the learning objectives for each program (MBA, Ph.D., BBA, AA, etc.) accredited. A program is defined as follows: a plan of study is considered a program when it requires a minimum of 12 credit hours of coursework beyond the CPC and/or is recorded on a student's transcript (ex. Business Administration: major/concentration/option/specialization in Accounting, Finance, Marketing, etc.)

b. **Performance Results.**

   Complete Table Standard 4 - Student Learning Results found under the Evidence File tab above. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

As part of the continuous improvement process in AY 2013-2014, the Division of Business (DOB) faculty evaluated the national assessment test being administered by the DOB. In Spring 2014, the Division of Business faculty made the decision to change the assessment test from the Major Field Test (MFT) administered by ETS to the Peregrine Academic Services assessment test (PAS) effective in AY 2014-2015. The faculty believed the PAS test was a better fit for our assessment efforts for the following reasons:

· pre-test/post-test model

· separate Accounting and Business Administration tests

· PAS test tests the 12 CPC components of ACBSP standards

· Ability to customize the exams

· No proctor requirement – beneficial for online students

· Availability of raw data

· Pay as you go versus pre-payment of tests in blocks

· Longitudinal reporting availability

· Unlimited options regarding cohorts

·   Immediate availability of results

·   Subject-level analysis

Because the change in assessment test would require changing some of the benchmarks and targets associated with the national assessment exam, the DOB faculty decided that an entire review of the assessment plan would be appropriate. An ad hoc committee was formed to review the program outcomes and assessment. The ad hoc committee made recommendations to the Division of Business faculty regarding tweaking program level student learning outcomes and assessment processes. The faculty unanimously adopted a new Assessment Plan incorporating the recommended changes effective with the 2014-2015 academic year.

As a result of the changes, many assessment measures only have only one or two data points (Fall 2014 and/or Spring 2015). The program outcomes and measurements that were not changed will have five data points.

Division of Business Program Student Learning outcomes can be viewed here: Division of Business Program Student Learning Outcomes AY 2015-2016

Table Standard 4 can be viewed here: TABLE STANDARD 4

The complete Division of Business Assessment Report for AY 2014-2015 can be viewed here: 2014-2015 Program Assessment Report - Final

Sources

- 2014-2015 Program Assessment Report - Final
- Division of Business Program Student Learning Outcomes AY 2015-2016
- TABLE STANDARD 4

5 - Standard 5 Faculty and Staff Focus

a. **Faculty and Staff Focus**

Complete Table 5.1 Standard 5 - **Faculty- and Staff-Focused Results** found under the Evidence File above

b. **Faculty Qualifications**

Complete Table 5.2 Standard 5 - **New Full-Time and Part-Time Faculty Qualifications** and Table 5.3 Standard 5, Criterion 5.8 - **Scholarly and Professional Activities**, found under the Evidence File tab above, for **new** full-time and part-time faculty members hired since last self-study or QA report. Do not include faculty members previously reported.

QA Report

Status: Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

Table 5.1 can be viewed here: Table 5.1

Since the last Quality Assurance Report, one previous full-time faculty member, Dana Roark, went to part-time status. The Division of Business added one new part-time faculty member, Dr. Clifford Tuck. As Dr. Tuck is the only new faculty member, he is the only person noted in Tables 5.2 and 5.3.

Table 5.2 can be viewed here: Table 5.2

Table 5.3 can be viewed here: Table 5.3

Sources

- Table 5.1
- Table 5.2
- Table 5.3

6 - Standard 6 Educational and Business Process Management

a. Curriculum
o List any existing accredited degree programs/curricula that have been substantially revised since your last report and, for each program, attach a Table - Standard 6, Criterion 6.1.3 - Undergraduate CPC Coverage, found under the Evidence File tab above.

List any new degree programs that have been developed and, for each new program since your last report, attach a Table - Standard 6, Criterion 6.1.3 - Undergraduate CPC Coverage found under the Evidence File tab above.

Note: If you have a new degree at a level currently accredited by ACBSP, then report information on: student enrollment, program objectives, instructional resources, facilities and equipment, admissions requirements, graduation statistics, core professional components (CPCs), and the outcomes assessment process to ACBSP. If the new degree is at a higher level than what is currently accredited, the school must complete a self-study to add the degree.

Excerpt from Accreditation Process Manual: New Degree Programs
If a business school or program expands or plans to expand its curriculum by offering new degrees, new majors or concentrations, or a new emphasis after it has been accredited, then ACBSP must be notified during the early stages of the program planning and expansion. If the new degree is at a level currently accredited by ACBSP, then report information on:
• student enrollment
• program objectives
• instructional resources
• facilities and equipment
• faculty qualifications
• admissions requirements
• graduation statistics
• core professional components (CPCs) and
• outcomes assessment processes and results.

If the new degree is at a higher level then what is currently accredited, the school must
complete a self-study to add the degree. New degree programs, majors or emphases must be in effect for at least two years and have graduates before accreditation will be granted.

If the new program is determined to be substantially different from other programs offered by the institution, ACBSP, at its discretion, may direct a new visit to be conducted. If, as a result of a new program visit, ACBSP determines that the overall quality of an institution is being diminished, the institution may be scheduled for a complete reevaluation.

b.
o List any accredited programs that have been terminated since your last report.
o Provide three or four examples of organizational performance results, reporting what you consider to be the most important data, using Table 6.1 Standard 6 - Organizational Performance Results, found under the Evidence File tab above. It is not necessary to provide results for every process.

QA Report　　　　　　　　　　　　　　　　　　　　**Status:** Not Started | **Due Date:** Not Set

Assigned To
Not Assigned

Institution Response

a. No accredited program has been substantially changed since the last Quality Assurance report. One required class was added to the Foundation Core in the two years covered by this report. GBUS 2013 Business Math is now required for all Business Administration and Accounting majors. No classes were eliminated from the Foundation or Business Core. Therefore there is no negative impact on the CPC coverage.

No new degree programs have been initiated since the last Quality Assurance Report.

b. No accredited programs have been eliminated since the last Quality Assurance Report.

View Table 6.1 here: Table 6.1

Sources

- Table 6.1