

**USF SARASOTA-MANATEE
ASSESSMENT REPORT
2012-2013**

UNIT:	College of Business
MISSION:	The College of Business at USF Sarasota-Manatee provides a high quality, diverse learning environment for business students at the undergraduate and graduate levels. The College strives to prepare students to become ethical decision makers and business and community leaders. The College faculty maintains a balanced emphasis on quality teaching, scholarly pursuits and service activities to benefit the community it serves.
2012-16 USFSM STRATEGIC PLAN GOALS:	<p>ACCESS: Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS Goals 2,3)</p> <p><u>Teaching & Learning</u></p> <p>(1a.) Expand academic programs in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(1b.) Promote innovative scholarship and community-engaged research.</p> <p>(1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS Goals 1,2).</p> <p><u>Teaching & Learning</u></p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.</p> <p>(2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(2c.) Track and promote faculty-developed measures of scholarship.</p> <p>(2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

UNIT GOALS:	<ol style="list-style-type: none"> 1. Develop and maintain standards for SACS and AACSB Accreditation (Aligns with USFSM Goals 2a,2b) 2. USF Sarasota-Manatee College of Business as a premier honors college for undergraduate business education. (Aligns with USFSM Goals 1e,2f) 3. Serve the area community businesses' educational needs. (Aligns USFSM Goals 1a,1b,1d,2d,2f) 				
Outcomes	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response to the Plan (Dr. Jones)
Maintain AACSB Accreditation Standard	1	AACSB Site Visit in January 2013 Decision of maintenance of accreditation in Spring 2013	AACSB Site Team 5 th Year Maintenance Report submitted in November 2012. In spring AACSB recommended 6 th year review due to limited amount of time to collect data (2 years vs. typical 5 years).	Complete 6 th year review and submit by January 2014.	Recommend working closely with the Committee Chair and take him up on his offer to review materials as drafts develop.
Develop a method to have Faculty set annual program objectives	1	End of year report by the Dean to the Faculty	Assessment Reports for programs.	Annual agreement on priorities among objectives	Documentation of curricular change is important for improvement and for reporting to AACSB and SACSCOC.
Offer 2 upper level courses at HCC South Shore – 1 live, 1 blended	3	Enrollment/demand	No students enrolled in courses in spite of visits by Student Services personnel.	Determine if courses should continue to be offered at the site.	Agree that demand does not seem to be at HCC South Shore. Perhaps touch base with the HCC administrators who requested the courses.
Expand the 2000 level pre-business course offerings to include all seven (7) 2000 level courses	3	Enrollment/demand	All 7 courses offered and filled. High demand from students.	Determine if the number of sections should be increased.	These courses make it easier for our transfer students to complete prerequisites before entering the College of Business. No need to go to another college/university. Recommend adding more to meet demand.

Outcomes	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response
Add to the College's vision statement: <i>The College will become the "honors college" of undergraduate business education in the state of Florida.</i>	2	<ul style="list-style-type: none"> - Enrollment - Final grade distributions - Number of graduates 	Discussions continued.	Continue to review.	This is a noble outcome, but will likely take many years to reach fruition.
Raise the required GPA to enter the College from 2.5 to 2.75 in the Fall of 2013.	2	Enrollment	Approval gained through Academic Programs Committee and Academic Council.	Due to Catalog requirements 2.75 GPA to take effect in Fall of 2015.	Students needed to have ample notification of change.
<p>Executive Response (Dr. Guilford): The college is to be proud of achieving AACSB accreditation. This is a major step and is largely helped by the assessment process. I am sorry that the enrollment is not present at HCC South Shore. I know that this is an important offering for them, but hopefully with a bigger push on their part, the enrollment will increase. If not, then we will have to consider discontinuing the program. I am pleased that you have expanded the 2000 level course offerings and that they are doing well in terms of enrollment. It is a good move to raise the GPA requirement, but students will need to be given sufficient time to make this adjustment. Overall good progress.</p>					