

Program Evaluation Team Report

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Dr. Hal Crimmel, Evaluation Team Chair

Program Evaluation Team Members:

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Standard A: Mission Statement

Good—Meets Expected Standards

Suggestions

Standard D. Academic Advising

Strengths

Students spoke highly of the assistance and resources available. Students spoke of effective mentoring, advice, and preparation to enable placement and career success.

No formal mentoring processes are in place, though things are said to run smoothly.

When hired, new faculty would like a greater amount of clarity about how much research funding is available.

Untenured faculty would like to see consistency across departments in terms of the expected number of preps per year, in part because fewer preps equals greater research productivity.

Recommendations:

The department might consider establishing a mentoring committee or assign a pair of peer mentors to each new hire. (This has worked well in the English Department).

Transitions in leadership at the Department Chair level (three chairs in as many years) will require attention from incoming Interim Dean to be sure tenure-track faculty are aware of the standards for “Effective Creation”, “Improvement” and “Innovation”. These might be defined and shared with faculty. In addition, changes at the Dean and Provost level has untenured faculty seeking clear expectations from all levels that their expected tenure and promotion requirements will in fact be those they are measured on.

Given the emphasis on student success from the Provost’s office many untenured faculty would like to see “student success” as a key metric for faculty evaluation.

The recent addition of a leadership minor (which aligns closely with the mission and core values of BAM) could place further staffing pressure

Recommendation

Implement as soon as possible.

Standard H. Results of Previous Program Reviews

The previous program review was in 2013. The review team identified the following issues and the 2019 Self-Study Document identifies the action taken. The information below comes directly from the 2019 Self-Study Document, in most cases verbatim.

1. IST Curriculum was not fully aligned with the department's mission and goals.
Action Taken: Major overhaul and reconfiguration of the IST program and a shift to the designation or attribute MIS.
2. Review of the Department's mission statement to ensure complementarity and/or alignment with the GSBE's changed mission statement. Also need to ensure alignment with WSU's mission.
Action Taken: Following a collaborative strategy review process within the new BAM department, a new mission statement was written.
- 3.

Action Taken: A new Data Analytics Minor was developed jointly with Computer Science.

7. Required—a comprehensive curriculum review of each major every five years to keep up with the ever-changing business environment. Of particular focus should be to add in a social media marketing course to the Marketing program.

Action Taken: Comprehensive review undertaken by marketing faculty. Collected enrollment data and declared major data. Based on the results made a request for an additional hire but the request was not funded. Faculty resource issue have put this area on hold.

8. A review of learning outcomes should take place, given the addition of IST to the department and the removal of finance classes.

Action Taken: No review of department outcomes has taken place. The department uses GSBE's learning outcomes which were reviewed and rewritten in 2017.

9. The committee strongly recommended hiring strategically to ensure that new faculty expertise matches the direction of the department. Particular emphasis was placed on hiring IST faculty with data analytics knowledge that would benefit IST, SCM and the MBA program.

Action Taken: Two new IST (MIS) faculty: Dr. Randall J. Boyle, who has significant experience in teaching Cyber Security, Advanced Cyber Security, Telecommunications, Networking & Servers, System Analysis and Design, Decision support Systems, Web Servers and Introduction to MIS; Dr. Jeffrey A. Clements, who has expertise in 3D Printing, rapid prototyping, emerging technologies and managing disruptive innovators.

10. The committee recommended that classroom support for IT be improved.

Action Taken: GSBE hired an intern to support Greg Brighton to manage IT support. In addition, IT support is now managed by WSU Central IT. GSBE IT provides support for faculty and staff only.

11. The committee recommended that the department investigate the feasibility of developing an Advisory Board, similar to that developed by the SCM program.

Action Taken: Engagement is underway. Steve Starks and Paul Thompson have agreed to serve. Other additions are on hold until department and college leadership changes are concluded.