

WSU Department of Professional Sales April 11, 2017

The faculty feel that the strengths and areas for improvement suggested by the committee are realistic, appropriate and accurate. The department has worked very hard over the last five years. The news which indicated that the results of the previous program review was noted as a strength was met as a major win for the department because we have strived to improve the previous recommended weaknesses.

The other standards that came back as strengths were received as a temporary victory with much hard and dedicated work in these areas. We have worked very hard on our strategic plan that has included a well thought out mission statement and a detailed plan in measuring student-learning outcomes. In addition, the changes in our advising over the last five years has been instrumental in making sure that all students are served in an appropriate way done for our students because it he

increased job placement which is near 100%. It was great to have the review team recognize these efforts.

We agree that even though the review committee did not find any program weaknesses, it

appreciate that the committee noted our efforts in adding extra classes such as Sales Planning and Forecasting and Social Media in Sales

with a joint effort. The first step that we are doing is updating our classes and making sure that students are taught things in the classroom that they can use immediately in the workforce. We are now using software programs such as GoReact and Camtasia to increase classroom productivity. We have also just recently added Salesforce training that all students must learn. We are also working hard to evaluate our curriculum on a year-by-year basis to determine the things that need to be added. We will do this every fall with help from our industry partner board to make changes whenever necessary. Last, we are still looking for more things to increase the hands-on application of our online courses. We will continue to seek out products and software to aid to this growing population of students.

The next challenge that was noted was our faculty. Not the faculty as individuals but the challenge of having a

opportunity to be a part of a new building in the near future that will allow us to grow even more. We have had the challenge of not knowing how much money to put into this space that is rumored will be torn down in the next few years. We feel we have a good balance of what we have done and look forward to making a new space even better in the future.

Overall, our campus visit from our review team was fun and valuable. We look forward to working to improve based on their recommendations and make our program even stronger in the future.

Sincerely,

Weber State University Professional Sales Department Faculty