Memorandum of Understanding  
College of Business Administration  
November 2011

This Memorandum of Understanding outlines the consensus reached by the College of Business Administration and the Division of Academic Affairs based on the recently conducted program review. It describes the goals to be achieved, and the actions to be undertaken by all parties to this MOU to achieve these goals, during the next program review cycle. Progress toward goals is to be addressed in the annual report.

Accreditation of the Bachelor of Science in Business Administration and the Master of Business Administration was reaffirmed by the American Assembly of Collegiate Schools of Business (AACSB) on February 27, 2009 for a period of five years.

The report from AACSB noted a number of strengths, including a revised mission statement that incorporates the college’s Vision and Core Values and a strategic plan that includes seven Continuous Improvement Objectives. The AACSB team was favorably impressed with the MBA/MFA in Theatre Management, a successful collaboration with the College of the Arts. Other strengths noted include the development of a comprehensive portfolio assessment process and the college’s advising unit, the Student Center for Professional Development.

The College of Business Administration has made the assessment of student learning a priority, and has used the results of its findings for program and pedagogical improvement.

Issues emerging from the internal program review include:

1. A drop in undergraduate applications, admissions and enrollments over the past two years
2. The need for continued hiring to replace retirements in critical areas of instruction
3. CBA graduation rates are generally higher than campus averages but do require additional gains to reach goals that have been established for native and transfer students. CBA also has a notable "achievement gap" between underrepresented and other students.

It is therefore agreed that:

1. The college will continue to refine its enrollment management efforts as well as its outreach to qualified prospective students.
2. It is agreed that CBA will focus diligent efforts on achieving 6 year graduation rate 2016 goals as previously assigned by the Provost, as follows: native freshmen, non-underrepresented, 90% and underrepresented, 74% (measured from the start of the fourth year for native students); transfers, non-underrepresented, 75% and underrepresented, 75%.
3. As the budget allows, the college will seek authorization to hire faculty in areas of critical instructional need.

This MOU has been read and approved by:

Department Chair: N/A Date:

College Dean: Michael Date: 8/9/12

Vice Provost: Cecile Date: 8-15-12