

IACBE Annual Report

For the 2007-2008 Academic Year

This is format for the 2007-2008 annual report you may submit your report using this form or through Livetext. Annual Reports accomplish several things: (1) the report can now be completed and conveniently submitted to the IACBE via email (to amy@iacbe.org); (2) we have provided an example of reported results from outcomes assessment results activities; (3) changes in administrative personnel can be more clearly reported to maintain current member information.

This annual report should be completed for your academic business unit and submitted to the IACBE by January 1, 2009.

General Information

Institution's Name:		McKendree University			
Institution's Address		701 College Road			
City:	Lebanon, IL	Country:	USA	ZIP/Postal Code:	62254
Name of Submitter:		Sandra S. Lang			
Title:	Chair, School of Business	Date Submitted:	November 28, 2008		
Your Telephone:	618-537-6892	Your Email:	sslang@mckendree.edu		

Accreditation Information

A. Accreditation status of your academic business unit (mark one):

X	Accredited
	Candidate for Accreditation

B. For institutions with U.S.-based regional accreditation, please state when your next regional accreditation site visit is scheduled: 2009 _ **(visit scheduled for March)**.

C. If you have received an accreditation letter from the IACBE Board of Commissioners with "notes" that identified areas needing corrective action, please list the item or expectation number for each note in the matrix below. Indicate whether corrective action has already been taken or that you have made plans to do so.

Commissioners' Notes	Action Already Taken	Action Planned
N/A		

(Use additional sheet if necessary.)

Outcomes Assessment

D. Has your outcomes assessment plan been submitted to the IACBE?

X	Yes	
	No. If no, when will the plan be submitted to IACBE?	

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Outcomes Assessment (continued)

- E. Is the original or revised outcomes assessment plan you submitted to the IACBE still current or have you made changes?

X	The outcomes assessment plan we submitted is still current.	
	Changes have been made and the revised plan is attached.	
	We have made changes and the revised plan will be sent to the IACBE by:	

- F. Complete the form in Exhibit A (page 4) and include it with this annual report to the IACBE. An example of a completed form can be found on page 5.

Remember that your outcomes assessment plan needs to include two or more direct and two or more indirect measures of student learning. These measures are most often used at the program level.

Examples of both direct and indirect student learning measures are shown on page 5. You will need to insert your own direct and indirect student learning measures when completing Exhibit A. The examples provided in the mock-up on page 5 are commonly used assessment measures, but there are other choices as noted in the IACBE monograph *Outcomes Assessment in Higher Education*, pages 8-9 and page 38.

On the bottom of Exhibit A, space is provided to show changes and improvements you plan to make as a result of your assessment activity.

Programmatic Information

- G. Identify any significant changes that have taken place in your business and business-related degree programs during the reporting period (2007-08).

1. Did you terminate any degree programs during the reporting year?

X	No
	Yes. If yes, please identify terminated programs.

2. Were changes made in any of your business majors, concentrations, or emphases?

X	No
	Yes. If yes, please identify the changes by adding an additional page to this document.

3. Were any new degree programs in business established during the academic year?

X	No (skip to item H below)
	Yes. If yes, please identify the new degree programs on a separate sheet; answer item G-4 below.

4. Was approval of your regional accrediting body required for any of these programs?

N/A	No
	Yes. If yes, please fax, mail or attach a copy of the material you sent to your regional accrediting body to obtain approval.

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Administrative Changes

H. Identify any administrative changes that directly affect your academic business unit.

Such changes would include your business unit’s primary representative to IACBE, your designated alternate to IACBE, your institution’s president and academic vice president, and the head of your business unit (if different from the primary representative to the IACBE). If the incumbent in any of these administrative positions has changed, include the new incumbent’s name, his or her title, telephone and fax numbers and email address.

Position	Name	Title	
Telephone	Fax	Email	
Provost & Academic Dean	Christine Bahr	Provost and Academic Dean	
618-537-6810	618-537-6417	cbahr@mckendree.edu	
Primary (same)	Sandra S. Lang		
Secondary (same)	Eric Abrams		

Other Issues

I. Briefly comment on other issues pertaining to your academic business unit you would like to share with the IACBE.

The School of Business is growing. We have grown to 11 full time business faculty. During the 2007-2008 academic year we added one full time faculty member, John Watters, Ph.D. as an Assistant Professor of Economics. In August of 2008, the School of Business hired Wm. Richard Bonsall, Ph.D. as an Assistant Professor of Marketing. All but one has earned their PhD. That one individual has a Masters, a CPA certificate, and experience at Price Waterhouse Coopers.

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Program-Level Intended Outcomes Matrix

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results—Intended Outcome Was:	
		Realized	Not Realized*
Direct Measures:			
1. Exam over Business Core courses (required of all business majors) (50% is the pass rate selected as some courses tested were taken by the student three to four years prior to taking the exam.)	Comprehensive exam developed in house		Pass rate just under 50%
2. Exam specific to each major (required courses in each major included) (a score of 50% or higher signifies success)	Comprehensive exam developed in house		*
3. Capstone class project -- 80% or higher	The project is a business that is simulated over 10 years. Students make numerous decisions throughout the process, work in groups, and write up the results.	X	
Indirect Measures:			
1. Senior exit survey**	Survey developed by University as a whole		X
2. Alumni survey—80% satisfaction with our programs and their experience at McKendree is the goal (over 85% achieved). A score of 75% is expected for the level of employment in their area of study or that they have gone on to graduate school (result was 82.5%)		X	
<i>* Explanations of course of action for intended outcomes not realized:</i>			

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<p>*This exam is still being pilot tested. To date only the students from the main campus have taken this exam. We found with the Business Core exam that they don't take it seriously until the third or fourth go round. Also, there are a few bugs that are still being worked out. The average this first time was 27.1%.</p>
<p>**The exit survey for seniors from now on will be required by all students while enrolled in the capstone course for their discipline. This came about because the results for the 2008 survey were determined invalid. Participation is voluntary. The latest survey was only taken by 45 students and over 30 of the respondents were nursing graduates. Therefore the results were useless to the School of Business.</p>

Note: If you are using different direct and indirect measures for different degree programs, please replicate this form, using one form for each program that has different measures. If different programs use the same measures, only one copy of this form is needed.

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Sample of Completed Program-Level Intended Outcomes Matrix

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results— Intended Outcome was:	
		Realized	Not Realized*
Direct Measures:			
1. All business majors will score at least 70% on the comprehensive examination.	Comprehensive Exam	X	
2. All business major seniors will score a minimum of 80% of their capstone projects.	Capstone Project	X	
Indirect Measures:			
1. 90% of graduating seniors will perceive a high level of satisfaction from their learning experience.	Student Satisfaction Survey	X	
2. 80% of third year alumni will perceive that they were well equipped for employment in the business sector.	Alumni Survey		A
* Explanations of course of action for intended outcomes not realized:			
A: Only 70% of those graduates from three years ago (70% of respondents) felt well equipped. Forty percent of respondents felt they needed a stronger foundation in finance; twenty percent felt they needed a stronger foundation in marketing. After reviewing the curriculum and CPC coverage, we are supplementing FIN 301 with more current information on financial analysis. A course in marketing research is being added to provide more breadth in marketing.			

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