Office of the Dean, School of Business

Office or Department of Academic Affairs
Administrative Unit Assessment
Year Reporting: FY 20 (July 2019-July 2020)

Department and Assessment Report Information

Prepared on: 10/27/2020 14:47:29	**Prepared by: Steve Morse**
For which department or area are you reporting?	**School of Business**
What is the name and MGA email address of the person responsible for this report?	stephen.morse@mga.edu

Departmental Mission and Goals
The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	"The Mission of the School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines."

What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	Goal 1: Provide high quality undergraduate education to meet the workforce needs of Middle Georgia and the State of Georgia. Goal 2: Increase the availability and quality of classes to students Goal 3: Maintain an environment where students have access to the resources they need to progress and graduate in a timely manner. Goal 4: Utilize the professional expertise of the School of Business to support the middle Georgia community.

Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY20. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY21.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase the percent of full time faculty with doctoral degrees to be more in-line with our sister USG AACSB accredited institutions.
Objective 1: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The number of full-time terminally degreed faculty members as a percentage of all full-time faculty members.
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	An increase in terminally degreed full-time faculty members to 80% of the total.
Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	For the period 2018-2019 AY to 2019-2020 AY: The percentage of full-time terminally degreed faculty members remained the same at 70% in each timer period (i.e. 70%)
Objective 1: Did your department meet this objective?	The department did not meet this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	No, the percentage stayed the same at 70%. We have two faculty members completing their terminal degtress (Ph.D.) withing the next 12 months that will increase full-time faculty wiyth terminal degrees to 80.1% in the next A. Full-time faculty with terminal degrees would continue to increase the percentage of terminally degreed full-time faculty.

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Reduce the number class sections taught by non-terminally degreed instructors.
Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of class sections taught by terminally-degreed instructors vs. the number of class sections taught by non-terminal degree instructors.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Less than 45% of classes taught by non-terminally degreed instructors
Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	Fall 2018 & Spring 20219 combined: 69% (141 classes) taught by instructors with terminal degrees, and 31% (64 classes) taught by instructors with non-terminal degrees Fall 2019 & Spring 2020: 66% (176 classes) taught by instructors with terminal degrees and 34% (92 classes) taught by instructors with non-terminal degrees
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Yes, both 2018/19 (31%) and 2019-20 (34%) were below the goals of less than 45% of classes taught by instructors with non-terminal degrees. The School of Business expects to replace three departing Ph.D. faculty with two Ph.D. faculty and a Master's level instructors; this may increase the percentage of class sections taught by non-terminally degreed instructors, but the figure should remain below 45%.

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Hire a terminally degreed faculty member in finance.
Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of terminally degreed faculty members hired
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Hire one faculty member with a Ph.D. in Finance
Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	One faculty member with a Ph.D. in Finance was hired
Objective 3: Did your department meet this objective?	The department met this objective.
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	No further action is required, as the faculty member remains a full-time tenure track appointee in the School of Business.

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase the number of fully online class sections.
Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Change in the number of fully online class sections offered
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Increase the number of fully online class sections by at least 10 sections.
Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	For AY fall 2018 & spring 2019 there were 93 out of 205 class sections taught fully online (or 45% of all classes were taught fully online.) In AY fall 2019 & spring 2020 there were 167 out of 268 class sections taught fully online (or 62% of all class sections were taught fully online).
Objective 4: Did your department meet this objective?	The department met this objective.
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Online course are becoming more acceptable (and necessary) and the School of Business will likely continue to add online courses moving forward.

Future Plans

Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73 MGA faculty and staff.	Objective #1 Allow business majors to take up to two General Electives (as distinct from only Business Electives) in their program of study. Objective #2 Create and schedule an Area B Financial Literacy course. Objective #3 Allow non-business majors to take upper level business courses without having to obtain special permission to do so. Objective #4 Offer a fully online program of study leading towards a Bachelor of Science in Business Administration with a concentration in General Business.
Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	Allowing non-business majors to take business courses without having to obtain special permission should increase the number of students electing to minor in business. In addition, (1) allowing business majors to count up to two non-business courses in their program of study, and (2) offering a financial literacy course at the introductory (Area B) level should increase the visibility of the School of Business and potentially attract additional majors to the program.

Open Box for Additional Comments

Open Text Box For Assessment Comments:	None
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	COVID-19 impacted everything