ACBSP Business Programs Accreditation

The Accreditation Council for Business Schools and Programs (ACBSP) is a leading specialized accreditation association for business education. ACBSP accredits business, accounting, and business-related programs at the associate, baccalaureate, master, and doctorate degree levels worldwide. The accreditation focuses on recognizing teaching excellence, determining student learning outcomes, and a continuous improvement model.

ACBSP's student-centered teaching and learning approach ensures students gain the right skills from their educational investment. Institutions with programs accredited by ACBSP are committed to continuous improvement that ensures business programs deliver students the skills employers want.

West Georgia Technical College earned ACBSP Accreditation in Accounting, Business Technology, Business Management, and Marketing Management in 2011. Every two years a Quality Assurance report is submitted to ACBSP for review to maintain accreditation status. The report initiates preparatory steps for the reaffirmation of accreditation process which will be in 2020.

Tables two and seven below connect to Student Learning Results and Business Unit Performance Results, respectively, as measured and reported to ACBSP in the most recent Quality Assurance Reports. The table below provides data on enrollment, retention, and awards conferred for ACBSP accredited programs AY17, AY18, and AY19.

West Georgia Technical College

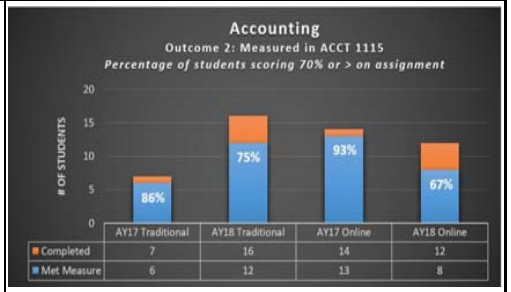
ACBSP-Accredited Programs

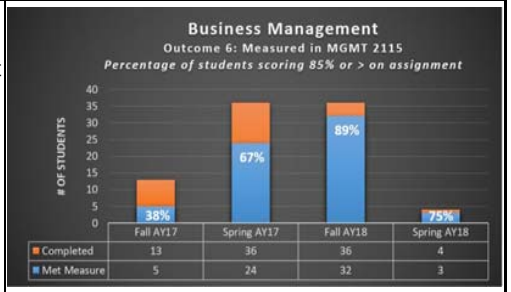
ENROLLMENT Technical College System of Georgia Report TEC0127					
Major Code	**Major Description**	**Award Level**	**AY17**	**AY18**	**AY19**
AC13	Accounting	Degree	166	131	178
MD13	Business Management	Degree	385	373	401
BA23	Business Technology	Degree	120	107	99
MM13	Marketing Management	Degree	65	76	87

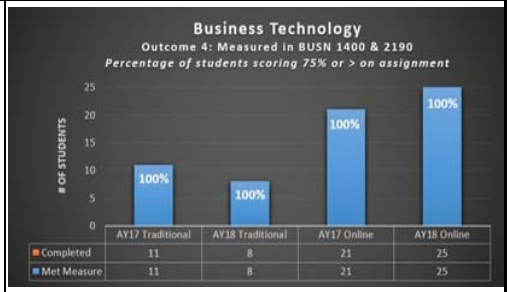
RETENTION Technical College System of Georgia Report TEC0200					
Major Code	**Major Description**	**Award Level**	**AY17**	**AY18**	**AY19**
AC13	Accounting	Degree	50.0%	64.7%	66.7%
MD13	Business Management	Degree	55.6%	56.0%	73.8%
BA23	Business Technology	Degree	75.0%	50.0%	60.0%
MM13	Marketing Management	Degree	75.0%	66.7%	42.9%

AWARDS CONFERRED Technical College System of Georgia Report TEC0109					
Major Code	**Major Description**	**Award Level**	**AY17**	**AY18**	**AY19**
AC13	Accounting	Degree	33	20	19
MD13	Business Management	Degree	32	20	32
BA23	Business Technology	Degree	23	14	19
MM13	Marketing Management	Degree	4	3	12

TABLE 2: Student Learning Results (Standard 4)	
Use this table to supply data for Criterion 4.2.	
Performance Indicator	**Definition**
1. Student Learning Results	A student learning outcome is one that measures a specific competency attainment. *Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination).* Add these to the description of the measurement instrument in column two: Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student's education. Summative – An assessment conducted at the end of the student's education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.
	- If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program.
	- For all data reported, show sample size (n=75).

Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	**What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)**	**<u>Current Results</u>: What are your current results?**	**<u>Analysis of Results</u>: What did you learn from your results?**	**<u>Action Taken or Improvement Made</u>: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Accounting *Outcome 2:* Demonstrate proficiency in maintaining accounting processes for a business in a computerized accounting software program. In ACCT 1115, 70% of students will complete the Comprehensive Review with a grade of 70% or higher.	*Direct, Formative, Internal, Comparative* Completion of a comprehensive problem in Computerized Accounting (ACCT 1115) using a grading rubric provided in Blackboard.	On average, students met the expected outcome in AY17 and AY18. Completion results of the comprehensive problem with a score of 70% or greater: AY17: 90% (19 of 21); AY18: 71% (20 of 28). <u>Traditional</u> AY17: 86% (6 of 7) AY18: 75% (12 of 16) <u>Online</u> AY17: 93% (13 of 14) AY18: 67% (8 of 12)	Instructors believe this assessment accurately measures and reinforces foundational accounting concepts using a computerized accounting software.	Although the outcome was met with varying success rates, instructors will continue to assess this outcome to ensure consistent results.	

Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	**What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)**	**Current Results: What are your current results?**	**Analysis of Results: What did you learn from your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Business Management Outcome 6: Demonstrate an understanding of the comprehensive role and function of the human resources division in a corporation. In MGMT 2115, using an established rubric, 75% of students will score a minimum of 85% on a written report describing the HR functions in an organization included on "Fortune's 100 Best Companies to Work For" or "The List of the Most Admired Companies."	*Direct, Formative, Internal* Analysis based on MGMT 2115, Human Resources Management, written report on the HR function based on research. Students will prepare a written report demonstrating this understanding, measured using an established rubric.	Students met the outcome two out of four terms. Fall AY17, 38% (5 of 13) met the measure; Spring AY17, 67% (24 of 36) met the measure; Fall AY18, 89% (32 of 36) met the measure; and Spring AY18, 75% (3 of 4) met the measure. Completion of the assignment with a score of 75% or greater: <u>Traditional</u> AY17: 66% (31 of 47) AY18: 89% (32 of 36) <u>Online</u> No online offerings	The varying degrees in student success rates indicate the need for collaboration between full-time and adjunct faculty to define the rubric measures. Students need additional instruction in research practices.	The program chair will collaborate with all faculty to ensure consistent project expectations, rubric utilization, and method of evaluation. Library staff will demonstrate research best practices before students begin work on the project.	

Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	**What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)**	**<u>Current Results</u>: What are your current results?**	**<u>Analysis of Results</u>: What did you learn from your results?**	**<u>Action Taken or Improvement Made</u>: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Business Technology Outcome 4: Demonstrate the ability to organize, create, and edit clear and well-written documents. 80% of students will score 75% or greater, based on an established rubric, on a specified project.	*Direct, Formative, Internal, Comparative* Analysis based on comparing traditional and online student scores for the Chapter 9 Guided Project in BUSN 1400, Word Processing in AY17 to the scores for the Chapter 6 Cumulative Application in BUSN 2190, Business Proofreading and Editing in AY18.	Students met the expected outcome in traditional and online courses in AY17 and AY18. Completion of the projects with a score of 75% or greater: <u>Traditional</u> AY17: 100% (11 of 11) AY18: 100% (8 of 8) <u>Online</u> AY17: 100% (21 of 21) AY18: 100% (25 of 25)	Based on student success rates, faculty determined the instruments accurately assessed the outcome.	The outcome will be retained and measured using a different instrument.	

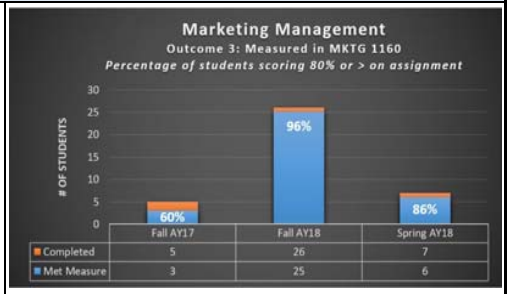
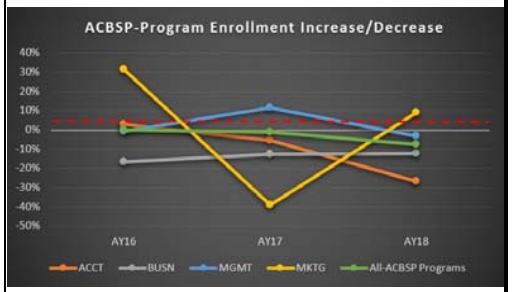
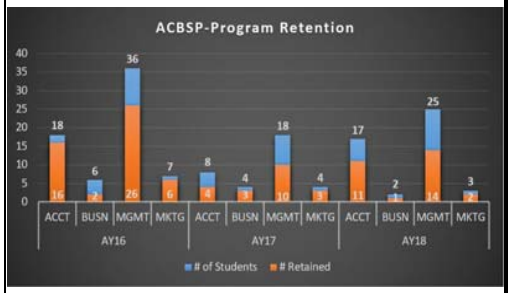
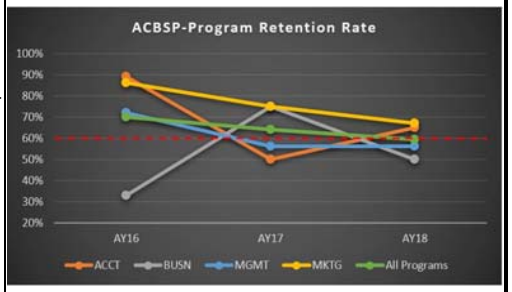
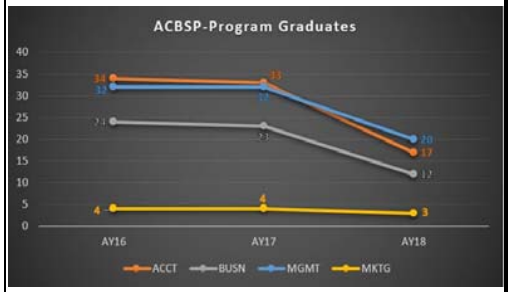
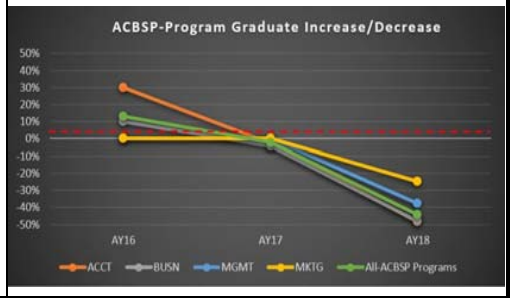
Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	**What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)**	**Current Results: What are your current results?**	**Analysis of Results: What did you learn from your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Marketing Management Outcome 3: Demonstrate ability to resolve a customer complaint. 80% of students will score 80% or higher on on a case that resolves a customer complaint using an established rubric.	*Direct, Formative, Internal* In MKTG 1160, Professional Selling, students will be assessed on a case (Angry Tweet Exercise) that resolves a customer complaint using an established rubric.	Students met the outcome one out of three terms. Fall AY17, 60% (3 of 5) met the measure; Fall AY18, 96% (25 of 26) met the measure; and Spring AY18, 86% (6 of 7) met the measure. In total, 89% (34 of 38) of students completing the report met the measure. Completion of the assignment with a score of 75% or greater: <u>Traditional</u> AY17: 66% (3 of 5) AY18: 89% (6 of 7) <u>Online</u> AY17 – No online offerings AY18: 89% (25 of 26)	Dedicate more instructional time to focus on the topic of resolving customer complaints.	Although the outcome was met with varying success rates, instructors will continue to assess this outcome to ensure consistent results.	

TABLE 7: Business Unit Performance Results (Standard 6)

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, retention rates, job placement rates, transfer rates, industry certification/licensure attainment, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units. **- Please note that data reported in this table should be business unit data and not institution-wide data.** - If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program. - For all data reported, show sample size (n=75).

Analysis of Results					
Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	**What is your measurement instrument or process? (indicate length of cycle)**	**Current Results: What are your current results?**	**Analysis of Results: What did you learn from your results?**	**Action Taken or Improvement Made: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Increase enrollment by 5% over previous year	Technical College System of Georgia Knowledge Management System (TCSG KMS) Report TEC0127 by College, by Program, by Academic Year	Overall, ACBSP-accredited programs experienced an average enrollment increase in AY16 (0.13%) and decreases in AY17 (-0.95%) and AY18 (-7.71%). Current results *AY16-AY17:* ACCT = -5% BUSN = -13% MGMT = 11% MKTG = -39% *AY17-AY18:* ACCT = -27% BUSN = -12% MGMT = -3% MKTG = 9%	Upon evaluation of the enrollment increase/decrease for ACBSP-accredited programs, a need for additional marketing and recruiting not only by faculty but also by the institution should be a primary focus. In AY18, TCSG also recognized enrollment declines and began program reviews to evaluate curriculum standards in an effort to meet critical skills needed by industry.	Faculty participated in strategic planning to develop goals/themes: student success (increase access and articulation), resource management (acquire technology), community partnerships (collaborate with business, industry, and K12 and university systems), and communication (branding and marketing). Additionally, ACBSP programs will participate in recruitment activities, such as Open Houses, to increase program awareness and enrollment.	 

Analysis of Results					
<u>Performance Measure</u>: What is your performance measure? What is your goal? (The goal should be measurable.)	**What is your measurement instrument or process? (indicate length of cycle)**	**<u>Current Results</u>: What are your current results?**	**<u>Analysis of Results</u>: What did you learn from your results?**	**<u>Action Taken or Improvement Made</u>: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Meet or exceed the College's retention rate of 63%	Technical College System of Georgia Knowledge Management System (TCSG KMS) Report TEC0200 by College, by Program, by Academic Year	For AY17, Business Technology (75%) and Marketing Management (75%) met the measure. For AY18, Accounting (65%) and Marketing Management (67%) met the measure. Overall, ACBSP-accredited programs had a retention rate of 59% in AY17 and 60% in AY18. <u>Current results</u> *AY16-AY17:* ACCT = 50% BUSN = 75% MGMT = 56% MKTG = 75% *AY17-AY18:* ACCT = 65% BUSN = 50% MGMT = 56% MKTG = 67%	During AY17 and AY18, West Georgia Technical College participated in Achieve the Dream (ATD)--the national, nonprofit leader in championing evidence-based institutional improvement. As part of our ATD focus, improvements were made in advisement and tutoring that substantially increased retention.	To improve retention rates, faculty members will provide direct advisement to students more frequently and collaborate with the Student Success Coordinator to ensure tutoring hours and availability by program and by campus meet student need. Faculty members receive weekly tips via email to enhance knowledge of TEAMS (TCSG Early Alert System)--the Technical College System of Georgia application that combines real-time and human analytics sourced from college personnel into a collaborative system designed to enhance retention.	 

Analysis of Results					
<u>Performance Measure</u>: What is your performance measure? What is your goal? (The goal should be measurable.)	**What is your measurement instrument or process? (indicate length of cycle)**	**<u>Current Results</u>: What are your current results?**	**<u>Analysis of Results</u>: What did you learn from your results?**	**<u>Action Taken or Improvement Made</u>: What did you improve or what is your next step?**	**Provide a graph or table of resulting trends (3-5 data points preferred)**
Increase graduation rate by 5% over previous year	Technical College System of Georgia Knowledge Management System (TCSG KMS) Report TEC0109 by College, by Program, by Academic Year	Overall, the ACBSP-accredited programs graduation rate decreased 2% in AY17 and 43% in AY18. <u>Current results</u> *AY16-AY17:* ACCT = -3% BUSN = -4% MGMT = 0% MKTG = 0% *AY17-AY18:* ACCT = -48% BUSN = -48% MGMT = -38% MKTG = -25%	The decrease in ACBSP-program graduates is further evidenced by a decrease in enrollment and program retention.	Utilization of student DegreeWorks advisement summaries will help faculty evaluate and adjust course offerings by campus. Faculty will submit graduate documentation timely to ensure completions are included in the statewide data system. Further, faculty will collaborate with the Advising Center in an effort to more successfully guide a student's program progession from his or her first term to program completion.