



Fenimore Fisher Graduate School

College of Business

2023 Program Improvement Plan

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Program Improvement Planning		
Program	Chair	Program Team
MBA	Jonathan Wiley	Jonathan Wiley and Marshal Wright and Bill Crawford

1. Review the Program Improvement Plan from January 2022

- List the recommendations made
- Note if they were implemented or not
- Evaluate the effect of the change – use WPA assignment and criterion scores, observations, etc. as appropriate

#	Recommendations	Did We Do This?		Effect of Change
		Yes	No	
1	The MBA and MBA-L assessment data needed to be separated.	Yes		We now can examine both programs separately based upon specific program data.
2				
3				
4				
5				

2. Please discuss the program, review the assessment assignment and criterion line scores from 21-22 and fall 2022, and list your plans for improvement over the next year.

2023 Improvement Plan

#	Action	Rationale/Data	Person Responsible	Timeline
1	Add assessments for ORU outcomes 1 and 2	They are missing.	Dean and Lead Team	2023
2	KPA 4-E rubric – clarify “central message,” recommend replacing with “comprehensive integrated marketing plan”	Some lack of clarity	Dean and Lead Team	2023
3	Outcome 3 overall was met. Outcome 3-D was not. Connect better with graduate Finance to assure students are capable of creating strong financial implementation pro-formas. Has been started and is continuing.	The trendline is variable but the mean is low.	Dr. Wiley and Dr. Wright.	2023 and beyond
4	Outcome 4 overall was variable and met as of fall 2022. The average was not met. Categories 4-B, 4-C, and 4-D are low. An earlier emphasis on quality of PPT and presentation skills in both CBI and Marketing Management.	The mean is was low and the subcategories are low in some caes.	Mrs. Malcolm, Mr. Bustinza, and Dr. Wells-O'Rear	2023 and beyond
5	Outcome 6 overall was met, but 6-A was variable and not met as of fall 2022. In CBI, continue to emphasize accessing the appropriate amount and types of information needed to inform analysis.	The mean for subcategory was low.	Mrs. Malcolm, and Mr. Bustinza	2023 and beyond

Program Improvement Planning		
Program	Chair	Program Team
MBA-L	Jonathan Wiley	Jonathan Wiley, Marshal Wright, Bill Crawford

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#	Recommendations	Did We Do This?		Effect of Change
		Yes	No	
1	More detailed data, especially regarding success	?		
2	More emphasis on future plans/goals for the department	?		
3	The HLA reviewers will probably want to see how the data will be used to improve the dept	?		
4				
5				

2. Please discuss the program, review the assessment assignment and criterion line scores from 21-22 and fall 2022, and list your plans for improvement over the next year.

2023 Improvement Plan

#	Action	Rationale/Data	Person Responsible	Timeline
1	On KPA 1, list ORU outcomes on the rubric in some manner	Connection to ORU outcomes is unclear	Assessment Coordinator	2023
2	Identify the instructions and artifact for KPA 2. Clarify criterion 2-A level descriptions for to be consistent with the criterion description by adding the word knowledge after the word content.			
3	The rubrics for KPA 2 and KPA 3 are identical, yet supposedly assessing two different outcomes.			