

# **Fourth Annual Maintenance Report**

The University of Texas of the Permian Basin  
School of Business  
for 2008-2009 v.6

This is the fourth annual maintenance report under the provisions of the accreditation maintenance program of AACSB (Association to Advance Collegiate Schools of Business- International). Although a major recession was in effect, funding for university activities was not reduced. All faculty, staff, and student positions were filled during the year and there were no program reductions.

## **MISSION AND GOALS**

The School of Business (SOB) mission statement in was reviewed in the Spring and only minor improvements were made to the amplification section. The part relating to our students now reads:

The School of Business seeks to create an academic environment in which teaching and learning are emphasized and enhanced through distance learning and instructive innovations. We value each student as an individual and will provide that personalized attention to all qualified students from admission, through classes and on to their professional career recruitment. All programs, while specifically geared to meet the uniqueness of our traditional and nontraditional students, will ensure all of our graduates are competitive in the global economy.

Specific goals for the year were School growth, student retention, faculty development, growth in the online program, and curriculum quality.

## **PRIORITY UPDATE**

Action items for the immediate future to support the mission.

## **GROWTH AND RETENTION**

- a) The SoB experienced an overall headcount increase of 5 percent (768) for Fall 2008 over Fall 2007. Unfortunately, there was a 3 percent decrease for Spring 2009 over Spring 2008.
- b) Several AOL committee meetings were held to review assessment results and to close the loop on the cycle. We conducted a faculty meeting to review results for improvement.
- c) This has been the fifth year of implementation of the ETS Major Field Test (MFT) as a basic AOL device to measure achievement of student learning objectives. Averages are in line with national averages and are constant. Findings showed growing strength in finance and accounting. The lowest area was Marketing but we have since placed a new coordinator, hired new faculty, started a marketing club and believe performance will now improve.

- d) Students were surveyed to determine what they felt was of greatest value and what could be done to improve the quality. Students felt their greatest skill was their written and oral communication while their greatest weakness was global business. We recently hired 2 professors with international degrees (marketing & finance) and an emphasis on global business research. We developed an international entrepreneurship elective to boost student knowledge in this area.
- e) The STEPS tracking program was refined by providing training for the entire faculty during a seminar. Course assessment data was entered into the system. Consultant Steve Adams provided advice.
- f) A formal Honors Ceremony was conducted again to recognize student accomplishments which was well attended. Beta Gamma Sigma received a national award as an exemplary chapter.
- g) SoB implemented new student clubs for Marketing (MODE) and Finance (Falcon Finance) in addition to existing SIFE and ABA.
- h) We filled all eight Graduate Assistant slots.
- i) Survey of graduates was accomplished during summer 2008 and statistics compiled into an information booklet which was distributed to our constituents.
- j) Specific recruiting efforts accomplished:
  - a. Dean, Asc. Dean, and Advisor visited WTC in April to speak with potential students
  - b. Conducted Midland High School focus group
  - c. High school boot camp to introduce business via Roden Center
  - d. Several focus groups for UTPB at junior colleges and school district for recruiting and relations with the community.
  - e. Research plan for Odessa Chamber of Commerce to increase number of students attending university and to determine factors affecting higher education.
  - f. Specific coordination with Lee High School (in Midland) to encourage seniors to attend UTPB.

## **FACULTY DEVELOPMENT**

- a) During the academic year, the SoB lost one marketing faculty but replaced with two, lost one management faculty that was replaced, and lost an advisor that was replaced. The Chair of Graduate Studies was changed to Dr. Scofield. The SoB is fully staffed with faculty and administrators.
- b) Implemented the School Reorganization Plan by positioning an Associate Dean and three Chairs (undergraduate, graduate, technology). This allows the SoB to better serve students and faculty and allows the Dean to focus more on strategic objectives.
- c) The faculty continued to publish and create intellectual contributions during this academic year at the same pace and all but one faculty have published at least at the minimum level of two publications each rolling five year period. That faculty

member is actively working with others to complete two publications in the Fall semester. The number of acceptable publications maintains steady.

- d) The number of annual faculty awards was increased as a better way to incentivize faculty performance.
- e) Dr. Saran has been doing focus groups for ECISD, MISD, Odessa College and has other focus group meetings scheduled to make the public aware of UTPB.
- f) Administrators attended the AACSB Annual Conference, Dean's Conference, Maintenance of Accreditation Seminar, and Continuous Improvement Conference. The Associate Dean attended a leadership conference conducted by the University of Texas System.

### **ONLINE PROGRAM**

- a) Four new UT Telecampus (UTTC) courses for the online MBA were added to bring the total to ten courses in Marketing and Finance.
- b) Two new faculty are now trained in online instruction via the UTTC system.

### **QUALITY INITIATIVES**

- a) New catalog concentrations were added in Energy and Entrepreneurship plus several focused finance concentrations. These not only serve the employer better, but allow the student to be more marketable upon graduation.
- b) Internships increased from 11 to 16 for the year. All interns are compensated by employer sponsors.
- c) The SoB administrators visited several community colleges to establish letters of agreement making transfer of credit more streamlined.
- d) A new high school boot camp was re-established to introduce business to young students via the Roden Center.
- e) The Advisory Committee grew in membership as it was headed by the Texas Railroad Commissioner (regulates the Texas energy industry). A new search began for a replacement for the director of the Small Business Development Center.
- f) There was an "Innovative Energy Commercialization Opportunity Seminar and the keynote speaker was Henry Groppe – the foremost authority on oil prices.
- g) The Dean is active in developing outside funding for important programs for the school. As a result of the School Reorganization Plan, the Dean can now engage in building external relationships and possible funding sources.
- k) The Oil Show (50,000+ attending) had a booth to represent the SoB.
- l) Admission standards (SAT/ACT) were raised for the university which improves the quality of entering students.

- m) TurboTrac grant (\$90,000) for work on commercialization of energy saving by efficient transmission.
- n) The faculty as a whole authored 23 journal articles during the past year.

### **FINAL COMMENTS**

Major initiatives planned for the next several years involve:

- Growth of headcount in the SoB.
- Expansion of some programs offered in energy.
- Further implementation of the STEPS assessment program.
- Better marketing and begin efforts to secure a new endowment.

## PROGRESS ON ACTION ITEMS

Status of Maintenance Review Issues Identified by AACSB Peer Review Team during the Initial Accreditation visit in December 2004 are noted below. The team required the SoB to include in each of its next five Annual Maintenance Reports progress on the strategic management of available resources, including implementation and results of the strategies over the previous year on existing action items. The noted Standards refer to the “old standards” which were changed in 2006. The action items and current status are:

<p>1. Academically Qualified/Professionally Qualified faculty definition and intellectual contributions (Standard 10: Faculty qualifications).</p>	<p>Detailed definition in place and improved upon. We have held 90% or better for AQ &amp; PQ faculty and better than 90% for Participating faculty. All but one AQ faculty publish at least two articles within a 5 year rolling period.</p>
<p>2. Continued refinement of an Assurance of Learning (AOL) plan (Assurance of learning standards 15-20).</p>	<p>Two faculty attended an AACSB AOL seminar and upon return, significant improvements were made. AOL is fully implemented, with a movement away from embedded question toward assessment rubrics. Conducted a faculty meeting to review key statistics and discuss major changes. Disciplines met to implement changes – for example, Business Comm will improve oral communication by adding an extra day instruction and a graphics session.</p>
<p>3. Changes in programs and/or new program development (Standard 4: Continuous improvement).</p>	<p>In response to business community needs, additional concentrations in energy and entrepreneurship are offered. Also four finance concentrations were now added.</p>
<p>4. There is an immediate and critical need for: (Standard 8: Staff sufficiency - student support)</p>	<p>-</p>
<p>a. No fewer than 1 additional full-time staff support person for the School of Business</p>	<p>Full time admin staff dedicated for faculty support. 5 to 8 Graduate Assistants available, six student helpers.</p>

<p>b. Appropriate separate work space allocated for a copy/fax/mail room that does not interfere with School of Business ongoing operations</p>	<p>Faculty work room in place with applicable business machines. Additional space is provided for graduate assistants who assist faculty.</p>
<p>5. Despite having an extremely diverse faculty, increasing the percentage of Hispanic faculty will help the School of Business advance its ability to serve its students (Standard 7: Student retention, Standard 9: Faculty sufficiency and Standard 4: Continuous improvement objectives).</p>	<p>While difficult to recruit qualified Hispanic faculty, we did add one full-time and three part-time Hispanic faculty. Additionally, there are 5 faculty that are recent immigrants from other nations.</p>
<p>6. Given a diverse, bi-lingual, student population, the School of Business should pursue more international business exchanges, study abroad programs, course trips, Fulbright awards, etc (Standard 4: Continuous improvement objectives and Standard 15: Management of curricula).</p>	<p>Marketing elective part of International Entrepreneurship includes an annual trip to Chihuahua Mexico, however, it was cancelled due to civil unrest in that country this year. None-the-less, a representative of the Governor for that statedid visit and spoke to a School class on entrepreneurship.</p>
<p>7. The University must expand career services and increase awareness of career services to both BBA and MBA/MPA students. Special attention to the needs of graduate students is essential (Standard 8: Staff sufficiency - student support and Standard 4: Continuous improvement objectives).</p>	<p>A survey of graduating seniors indicated that 87% of MBA, 88% of Marketing, and 91% of Management students had jobs or were accepted to graduate school upon graduation. A much lower percent of other majors reported jobs. Career Services continues to serve students actively with job placement, on campus interviews, and job search seminars. Special programs such as Career Fairs, Dress for Success, and campus recruiting by national firms are in place. Weekly bulletins are distributed to students showing employers desiring to hire new graduates. Internships are readily available; for example, two accounting firms added interns, Mexco Energy placed two, and Hilton &amp; stripes added one each.</p>

8. The School should enhance linkages between UTPB business alumni with students for job placement, compensated co-ops and internships (Standard 8: Staff sufficiency - student support and Standard 4: Continuous improvement objectives).

There is greater interaction between Advisory Council and Student Advisory Group. Conducted a luncheon with business alumni in Spring to enhance interest in all school activities. New offers for student internships are now compensated. Over 80 percent of students are offered and accept jobs in the local area. The Advisory Board has grown in numbers and provided meaningful advice on community expectations for the School. The school employs a professional advisor that also assists in Freshman Orientation Days, visits to high schools, and various job fairs in the region. The Entrepreneurship Program also promoted and conducted a small business seminar to induce students to consider a business minor.