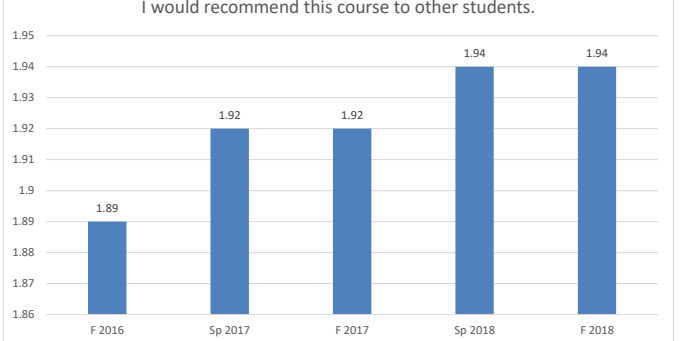Table 1 Student and Stakeholder Focused Results
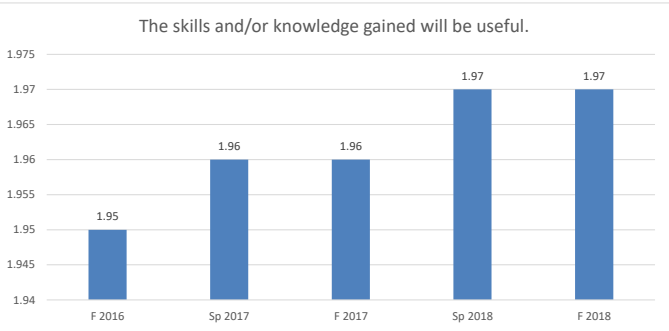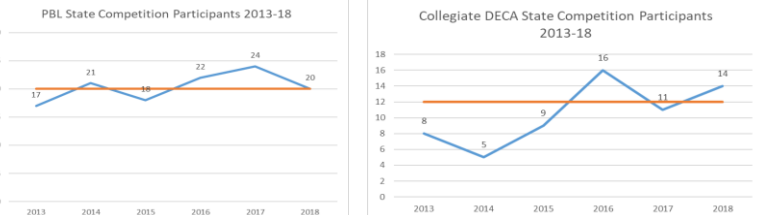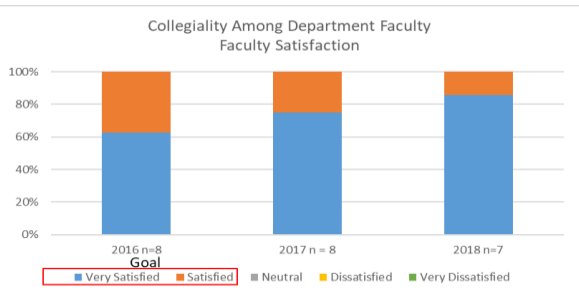
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TABLE 1: Student and Stakeholder Focused Results (Standard 3)
- Student, stakeholder, and market focused results examine how well your business unit satisfies students and stakeholders key needs and expectations.
- Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.
- Measurement instrument or processes may include end of course surveys, alumni surveys, Internship feedback, etc.
- Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board.
- Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete successfully for entry-level positions.
- 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)
Student Likelihood of Recommending Program to Future Students. Goal is 80% of students extremely likely, very likely, or likely to recommend the ASB program.	Annual ASB graduate survey	At least 85% of graduates are extremely likely, very likely, or likely to recommend the program.	More participation from graduates is required to get a total picture of the results.	The program is embedding questions into individual courses to get more feedback. Also, the survey needs to be delivered in a different way.	

ASB Graduates Likely to Recommend ASB Program to Future Students

	Fall 2016	Spring 2016	Spring 2017	Spring 2018
Not very likely	0	0	1	0
Likely	0	0	1	0
Very likely	0	3	0	2
Extremely likely	2	7	6	3

Table 1 Student and Stakeholder Focused Results

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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)
Student Satisfaction with Material Learned in Course. Goal is 1.90 average.	Yes/No question on course evaluations for BUS and ACCT classes, combined average per semester	The most recent average score for satisfaction criterion is 1.97.	Work to maintain high satisfaction rate.	The program is embedding questions into individual courses to get more feedback.	*responses were on a two-point Y/N scale with 2 = Yes and 1 = No
Student Recommending Course to Other Students. Goal is 1.90 average.	Yes/No question on course evaluations for BUS and ACCT classes, combined average per semester	The average score for recommendation criterion is 1.94.	Find out why students would not recommend the course to others, as this criteria average score is lower than the others.	The program is embedding questions into individual courses to get more feedback.	*responses were on a two-point Y/N scale with 2 = Yes and 1 = No

I am satisfied with what I learned in this course.

	F 2016	Sp 2017	F 2017	Sp 2018	F 2018
	1.91	1.93	1.95	1.95	1.95

I would recommend this course to other students.

	F 2016	Sp 2017	F 2017	Sp 2018	F 2018
	1.89	1.92	1.92	1.94	1.94

Table 1 Student and Stakeholder Focused Results   Page 3 of 4

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)**
Student Indication that Skills and/or Knowledge from the Course Will be Useful. Goal is 1.90 average.	Yes/No question on course evaluations for BUS and ACCT classes, combined average per semester	The average score for recommendation criterion is 1.97.	Work to maintain high satisfaction rate.	The program is embedding questions into individual courses to get more feedback.	*responses were on a two-point Y/N scale with 2 = Yes and 1 = No
Goal - PBL State Competition Participants: 20 members; Collegiate DECA Participants: 12	Measuring number of participants in the state competitions	The goal is more consistently met with PBL, but the trend for DECA participation is upward.	The spring competition registration deadline is early in the semester and requires a higher fee than the PBL competition.	Provide competition registration information before fall semester ends if possible. Run the fund raiser earlier in the semester.	
Goal - Receive approval from Utah State Board of Regents to continue the program (yes/no review process)	Measured by a yes/no approval process at the Utah State Board of Regents every five years; approval based on comprehensive program report (comprehensive external review)	The goal has been met over the last three cycles but feeback from external reviewers has been helpful.	Recommendations were included in the last review from external evaluators, including a recommendation to develop rural entrepreneurship and partnerships on campus.	Based on recommendations, the department has sought funding for an entrepreneurship center and has also established relationships with music, software engineering, and cosmetology programs.	
Goal - 80 percent of faculty will rate collegiality among department faculty satisfaction as 4 or higher Scale **5 - Very Satisfied** **4 - Satisfied** 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied	Annual faculty satisfaction survey	The goal was met 2016-18.	Faculty are highly satisfied with collegiality in the program; an upward trend can be seen.	Continue administering survey and promoting collegialitiy among faculty; create more social opportunities.	

Table 1 Student and Stakeholder Focused Results

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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)
Goal - 80 percent of faculty will rate satisfaction of department reputation as 4 or higher Scale **5 - Very Satisfied** **4 - Satisfied** 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied	Annual faculty satisfaction survey	The goal was met 2016-18, though some "neutral" responses were recorded in 2016 and 2017.	Neutral responses could be due to retirements and new hires.	Continue administering survey and discussing program reputation and strategies in department meetings.	
Goal - 80 percent of faculty will rate satisfaction of faculty compensation as 4 or higher Scale **5 - Very Satisfied** **4 - Satisfied** 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied	Annual faculty satisfaction survey	The goal has not been met over the last three years	No consensus of responses was found 2016 and 2017. Even though the overall satisfaction improved for 2018, nearly half of the faculty are neutral or dissatisfied with compensation.	The college recently underwent a comprehensive compensation study and adjusted some salaries. The department will communicate the concerns to college administration and HR. Compensation is not controlled by the Business Department.	