

Table 3.2 (Table 1)

Table 3.2 (Table 1) - Student- and Stakeholder Focus - Criterion 3.2 - 3.4

Use this format to respond to Criterion 3.2 - 3.4. If you are submitting a self-study for reaffirmation, this is the same table used in your QA report.

Student- and stakeholder-focused results examine how well your organization 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.

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)																								
<p>Goal - 80 percent of faculty will rate collegiality among department faculty satisfaction as 4 or higher</p> <p>Scale 5 - Very Satisfied 4 - Satisfied 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied</p>	<p>Annual faculty satisfaction survey</p>	<p>2020 - 100% 2021 - 86% 2022 - 100%</p> <p>The goal was exceeded all three years.</p> <p>The dip in 2021 is due to one person answering "Very Dissatisfied" on every question. This could have been a mistake since the comment made on the survey was positive.</p>	<p>Faculty are exceedingly satisfied with collegiality in the program.</p>	<p>Continue administering survey and providing opportunities to share ideas and have open discussions.</p>	<table border="1"> <caption>Collegiality Among Department Faculty Faculty Satisfaction</caption> <thead> <tr> <th>Year</th> <th>Very Satisfied</th> <th>Satisfied</th> <th>Neutral</th> <th>Dissatisfied</th> <th>Very Dissatisfied</th> </tr> </thead> <tbody> <tr> <td>2020 (n=10)</td> <td>90%</td> <td>10%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> <tr> <td>2021 (n=7)</td> <td>86%</td> <td>14%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> <tr> <td>2022 (n=13)</td> <td>100%</td> <td>0%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> </tbody> </table>	Year	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	2020 (n=10)	90%	10%	0%	0%	0%	2021 (n=7)	86%	14%	0%	0%	0%	2022 (n=13)	100%	0%	0%	0%	0%
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<p>Goal - 80 percent of faculty will rate faculty compensation satisfaction as 4 or higher</p> <p>Scale 5 - Very Satisfied 4 - Satisfied 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied</p>	<p>Annual faculty satisfaction survey</p>	<p>2020 - 90% 2021 - 43% 2022 - 69%</p> <p>The goal was achieved in 2020, but fell short in 2021 and 2022.</p>	<p>Compensation has been a concern for the past few years. Administration has focused on salary equity college-wide and progress has been made, but there is still room for improvement.</p> <p>2021 had the lowest number of responses and the most variation in the rating results.</p>	<p>Compensation is not controlled by the Business Department, but the department will communicate the concerns to HR and administration.</p>	<p>Compensation for Faculty Faculty Satisfaction</p> <table border="1"> <caption>Compensation for Faculty Faculty Satisfaction Data</caption> <thead> <tr> <th>Year</th> <th>Very Satisfied</th> <th>Satisfied</th> <th>Neutral</th> <th>Dissatisfied</th> <th>Very Dissatisfied</th> </tr> </thead> <tbody> <tr> <td>2020 (n=10)</td> <td>20%</td> <td>70%</td> <td>0%</td> <td>0%</td> <td>0%</td> </tr> <tr> <td>2021 (n=7)</td> <td>14%</td> <td>29%</td> <td>14%</td> <td>29%</td> <td>14%</td> </tr> <tr> <td>2022 (n=13)</td> <td>15%</td> <td>54%</td> <td>15%</td> <td>12%</td> <td>0%</td> </tr> </tbody> </table>	Year	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	2020 (n=10)	20%	70%	0%	0%	0%	2021 (n=7)	14%	29%	14%	29%	14%	2022 (n=13)	15%	54%	15%	12%	0%
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<p>Goal - 80 percent of ASB students recommend the ASB program at Snow College to future students.</p> <p>Scale Extremely Likely Very Likely Likely Not Likely</p>	<p>Annual ASB Graduate Survey</p>	<p>Spring 2019 = 100% 2019-2020 = 88% 2020-2021 = 100%</p> <p>The goal was achieved.</p>	<p>The results are positive and the number of responses is consistent in an academic year.</p> <p>We would like more graduates to participate in the survey.</p>	<p>We will continue to analyze the best way to deliver the survey to increase participation from ASB graduates.</p>	<p>ASB Graduates Likely to Recommend ASB Program to Future Students</p> <table border="1"> <caption>ASB Graduates Likely to Recommend ASB Program to Future Students Data</caption> <thead> <tr> <th>Response Category</th> <th>2019 (n=7)</th> <th>2019-2020 (n=8)</th> <th>2020-2021 (n=7)</th> </tr> </thead> <tbody> <tr> <td>Extremely Likely</td> <td>7</td> <td>5</td> <td>7</td> </tr> <tr> <td>Very Likely</td> <td>0</td> <td>2</td> <td>0</td> </tr> <tr> <td>Likely</td> <td>0</td> <td>1</td> <td>0</td> </tr> <tr> <td>Not Likely</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	Response Category	2019 (n=7)	2019-2020 (n=8)	2020-2021 (n=7)	Extremely Likely	7	5	7	Very Likely	0	2	0	Likely	0	1	0	Not Likely	0	0	0				
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<p>Goal - Student ratings will average 3 or higher</p> <p>Scale 1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree</p>	<p>Institution Semester Course Evaluations by Students</p> <p>Each ASB course has an embedded question tied to an ASB outcome.</p> <p>BUS 2200 Business Communication</p> <p>I am able to produce clear, concise, purposeful, and grammatically correct written documents.</p>	<p>Student Rating Averages</p> <p>Fall 2020 = 3.73 Spring 2021 = 3.86 (high) Fall 2021 = 3.62 (low) Spring 2022 = 3.8 Fall 2022 = 3.78</p> <p>The goal was achieved with an average high rating of 3.86 and an average low rating of 3.62 from Fall 2020 to Fall 2022.</p> <p>Student rating averages show the outcome is met.</p>	<p>The averages per semester are very similar and meet our goal to average 3 or higher.</p> <p>The number of participants was not reported by the Office of Institutional Research (OIR).</p> <p>The number of participants varies. Students are highly encouraged to submit course evaluations but it is voluntary.</p> <p>N = ? not given by OIR.</p>	<p>We will work with OIR to have the number of participants reported to better understand the course evaluation results.</p>	<p>BUS 2200 End of Semester Student Outcome Rating</p> <table border="1"> <caption>BUS 2200 End of Semester Student Outcome Rating Data</caption> <thead> <tr> <th>Semester</th> <th>Rating Scale 1-4</th> </tr> </thead> <tbody> <tr> <td>Fall 2020</td> <td>3.73</td> </tr> <tr> <td>Spring 2021</td> <td>3.86</td> </tr> <tr> <td>Fall 2021</td> <td>3.62</td> </tr> <tr> <td>Spring 2022</td> <td>3.8</td> </tr> <tr> <td>Fall 2022</td> <td>3.78</td> </tr> </tbody> </table>	Semester	Rating Scale 1-4	Fall 2020	3.73	Spring 2021	3.86	Fall 2021	3.62	Spring 2022	3.8	Fall 2022	3.78												
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<p>Goal - Student ratings will average 3 or higher</p> <p>Scale 1 Strongly Disagree 2 Disagree 3 Agree 4 Strongly Agree</p>	<p>Institution Semester Course Evaluations by Students</p> <p>Each ASB course has an embedded question tied to an ASB outcome.</p> <p>ACCT 2010</p> <p>I can use industry standard software or a calculator to perform accurate calculations and summarize data effectively.</p>	<p>Student Rating Averages</p> <p>Fall 2020 =3.6 (high) Spring 2021 = 3.6 (high) Fall 2021 = 3.36 (low) Spring 2022= 3.41 Fall 2022 = 3.44</p> <p>The goal was achieved with an average high rating of 3.6 and an average low rating of 3.36 from Fall 2020 to Fall 2022.</p> <p>Student rating averages show the outcome is met.</p>	<p>The averages per semester are very similar and meet our goal to average 3 or higher.</p> <p>The number of participants was not reported by the Office of Institutional Research (OIR).</p> <p>The number of participants varies. Students are highly encouraged to submit course evaluations but it is voluntary.</p> <p>N = ? not given by OIR.</p>	<p>We will work with OIR to have the number of participants reported to better understand the course evaluation results.</p>	<p>The chart displays the following data:</p> <table border="1"> <thead> <tr> <th>Term</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Fall 2020</td> <td>3.6</td> </tr> <tr> <td>Spring 2021</td> <td>3.6</td> </tr> <tr> <td>Fall 2021</td> <td>3.36</td> </tr> <tr> <td>Spring 2022</td> <td>3.41</td> </tr> <tr> <td>Fall 2022</td> <td>3.44</td> </tr> </tbody> </table> <p>Goal: 3.0</p>	Term	Rating	Fall 2020	3.6	Spring 2021	3.6	Fall 2021	3.36	Spring 2022	3.41	Fall 2022	3.44
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<p>Goal - Create a cycle of feedback from advisory board members.</p> <p>Scale 5 - Very Satisfied 4 - Satisfied 3 - Neutral 2 - Dissatisfied 1 - Very Dissatisfied</p>	<p>Distribute an annual advisory board survey similar to our faculty satisfaction survey with measurable results using a similar scale.</p>	<p>No results - New goal</p>	<p>No analysis - New goal</p>	<p>We haven't formalized anonymous consistent feedback from our advisory board. A new survey will help us better understand our strengths and weaknesses.</p>	<p>There is no data for this new goal. It will be implemented in Fall 2023.</p>												