Evaluation Report for Program Review Face to Face Meeting University of Wisconsin-Whitewater: Accounting (BBA) Majors and Minors, 2023-2024

Date: 2/14/2024

<u>Invited</u>: Provost John Chenoweth; Dean Paul Ambrose (Business & Economics); Department Chair/Program Coordinator Abbie Daly; faculty and staff in the program; Audit & Review team member and College Expert, Kelly Delaney-Klinger; Assessment Representative Katy Casey

Overview of review team evaluation, program comments:

- The review teams' summary of program strengths and weaknesses was shared.
- The Accounting team appreciated review team's comments and found the feedback helpful.
- The significant administrative lift related to Accreditation, online programming, and extensive outreach to stakeholders; the Department Chair expressed appreciation for the amount of engagement and support from faculty and staff in preparing required reports.
- College leadership recognizes the lift and is supporting the program to streamline efforts to avoid burnout.
- Provost recommended looking at evaluation, hiring, and tenure and promotion standards in terms of commitment to these administrative priorities. He also suggested communicating the "why" of accreditation regularly to program faculty and staff. which is important for buy-in and engagement.
    - Context was provided as to why the program sought accreditation- the program recalled a need to keep up with other programs that were accredited, and believe it will increase enrollment.
    - Provost added to the discussion asking the program to monitor the "return" on the accreditation investment to make sure the commitment to accreditation is as beneficial to the program as assumed.

Discussion of Review Team's evaluation:

1- What are some ways the program is currently engaging online students in HIPs?

The program surveyed online students to determine what their needs/interests are, and those needs are different from the needs/interests of student taking courses on-campus. The program was encouraged to identify what out of classroom experiences are needed to improve online student outcomes and determine if those already exist or need to be created.

2- What has been the impact of accreditation on program enrollment, marketing, resources?

It is too soon to determine the impact of accreditation.

3- What type of resources will you need from the College and/or University to continue to support program enrollment in two modalities?

This was covered in the discussion above. The program is concerned about the amount of work that needs to be completed with current staffing and resources. The chair suggested a co-chair model to alleviate some of the administrative load associated with accreditation. The Provost and Dean encouraged the program to figure out where the staff/resource need is, is it support for the chair or teaching or the need for support during accreditation years? There needs to be more explicit direction from the program on resource needs.

Recommended Actions:

Recommended Action #1

Continue to be innovative to remain competitive in online education to maintain or grow online enrollment, especially to offset reduced in-person enrollment.

Recommended Action #2

Continue the work to engage online students during the next review cycle. For the next self-study, describe the strategies used to engage online students and provide them with extracurricular opportunities, such as work-based experiential learning.

Recommended Result:

Continuation without qualification

Next Self-study and/or Progress Report Due Dates:

1 - Next SHORT self-study will be due to the Dean on May 1, 2030 and to the Assessment Office on August 1, 2030.

For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: assessment@uww.edu.