

Evaluation Report for Program Review Face to Face Meeting

University of Wisconsin-Whitewater: Business Education (MS), 2021-2022

Date: 1/13/2022

Invited: Provost, John Chenoweth; Dean, Robin Fox; Program Coordinator Karla Saeger; faculty and staff in the Business Education program; Audit & Review Team Chair S.A. Welch; Audit & Review team members Elena Levy-Navarro, Carrie Merino, Assessment Representative Katy Casey

Overview of review team evaluation, program comments:

- a) Program Coordinator Dr. Saeger noted that the program's priority is currently recruitment, and sustainability of enrollment. The program has been pursuing a personalized advising approach, using community and professional collaborations to reach prospective students. The program faculty will be attending and presenting at an education professional conference to learn approaches to recruiting a more diverse student body. Provost Chenoweth noted the importance of engaging diverse populations and shared this as an institutional priority as well. He also recommended exploring a relationship with the School Business Management program and expanding the reach of online graduate programs.
- b) Deans Comments: Dean Fox noted her full support for what this program has accomplished in a very short time. She continues to be impressed and often uses this program as an example of strong curriculum, forward thinking and good use of resources (reaching out to individuals with probationary licenses). Thank you to Karla and Denise.

Discussion of Review Team's evaluation:

1 – There was not a sufficient description of what the program considers a reasonable range of students enrolled in the program and how they plan to sustain their current and potentially growing numbers. Can the program provide some idea of how many students they believe to be sustainable?

The program noted some difficulty in capturing a specific number. Their goal is to be flexible with students and allow them to enroll in the program when it fits best with their schedule, as well as allow them to progress through the curriculum at a slower pace if desired (program is designed as a 3-semester course of study). While this has been beneficial to enrollment, it means students are progressing through the campus in ways that are not always predictable. The program reported roughly 35 students enrolled in coursework, and believes they could support up to 50. The struggle occurring as numbers increase is related to administrative tasks, such as advising.

2 – The redesign of the program led to a significant increase in students. Consider reviewing materials that could be used for marketing, such as the mission statement. What truly is unique & sets program apart (the faculty definitely seem to be a key factor, so describe them)- could this be captured in marketing materials?

The program is already working within University structures to develop marketing tools for the program. The areas they plan to highlight are the flexibility in terms of enrollment dates and pace, high quality and engaging online courses, and the strong online learning community.

Recommended Actions:

Recommended Action #1

Keep Chair and Dean aware of progress in program and ability of staff to meet student demands. I am concerned the success of this program resides in those teaching. If faculty were to change, how would the program sustain itself?

Recommended Action #2

Describe how the program can capitalize on the redesign and unique aspects of the program to advertise to potential students. Review descriptive materials available online, or in other publications, to determine if they represent the program sufficiently to attract your target market.

Recommended Action #3

Develop a written annual marketing and recruitment plan with School of Graduate Studies and Continuing Education (SGSCE) to drive sustainable enrollment levels (include racial/ethnic diversity).

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, 2028 and to the Assessment Office on August 1, 2028

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