

Figure 3.3
Student and Stakeholder Focused Results

Use this format to respond to Criterion 3.8. 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.

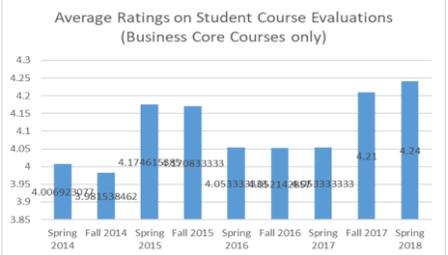
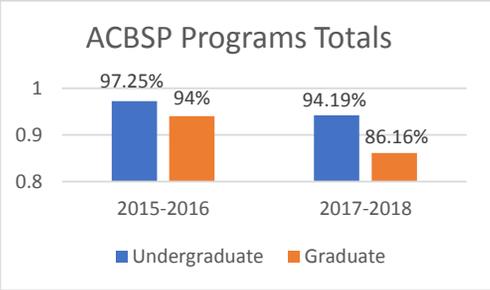
Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.

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)																		
(Example) Alumni Satisfaction for business programs will be at or above 80%	Annual alumni survey	Three years of positive trend data exceeding goal	Overall satisfaction exceeded the goal, but students requested additional internships & job placement assistance.	Increased the opportunities for internships and assistance with job placement.	<table border="1"> <caption>Alumni Satisfaction Results</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Level</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>~85</td> </tr> <tr> <td>2013</td> <td>~85</td> </tr> <tr> <td>2014</td> <td>~85</td> </tr> <tr> <td>2015</td> <td>~85</td> </tr> </tbody> </table>	Year	Satisfaction Level	2012	~85	2013	~85	2014	~85	2015	~85								
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Graduating Undergraduate Student Satisfaction	Graduating Undergraduate Student BUS 479 Survey	General trend has been positive 7% since Fall of 2013, with spikes in 2012 Fall and 2017 Spring.	Graduating undergraduate students are generally satisfied with their studies at ODU, but there remains room for improvement.	Increasing opportunities to meet and network with business leaders and potential employers. Development of new areas of study such as data analytics.	<table border="1"> <caption>Undergraduate Senior Satisfaction</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Level</th> </tr> </thead> <tbody> <tr> <td>2012-Fall</td> <td>4.37</td> </tr> <tr> <td>2013-Fall</td> <td>4.07</td> </tr> <tr> <td>2014-Fall</td> <td>4.23</td> </tr> <tr> <td>2016-Spring</td> <td>4.28</td> </tr> <tr> <td>2017-Spring</td> <td>4.28</td> </tr> <tr> <td>2017-Fall</td> <td>4.59</td> </tr> <tr> <td>2018-Spring</td> <td>4.36</td> </tr> </tbody> </table>	Year	Satisfaction Level	2012-Fall	4.37	2013-Fall	4.07	2014-Fall	4.23	2016-Spring	4.28	2017-Spring	4.28	2017-Fall	4.59	2018-Spring	4.36		
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Graduating Graduate Student Satisfaction	Graduating graduate Student MBA 690 Survey	Satisfaction Peaked in Fall 2015, but has declined by over 9% since then.	Graduating undergraduate students are becoming less satisfied with their studies at ODU, improvement needed in this program.	Program operated with an interim program director since the summer of 2018. New full-time, focused graduate business program director (primarily MBA) has been hired effective summer 2019.	<table border="1"> <caption>Graduating Graduate Satisfaction</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Level</th> </tr> </thead> <tbody> <tr> <td>2012-Fall</td> <td>4.27</td> </tr> <tr> <td>2013-Fall</td> <td>4.39</td> </tr> <tr> <td>2014-Fall</td> <td>4.33</td> </tr> <tr> <td>2015-Fall</td> <td>4.62</td> </tr> <tr> <td>2016-Fall</td> <td>4.45</td> </tr> <tr> <td>2017-Spring</td> <td>4.38</td> </tr> <tr> <td>2017-Fall</td> <td>4.39</td> </tr> <tr> <td>2018-Spring</td> <td>4.19</td> </tr> </tbody> </table>	Year	Satisfaction Level	2012-Fall	4.27	2013-Fall	4.39	2014-Fall	4.33	2015-Fall	4.62	2016-Fall	4.45	2017-Spring	4.38	2017-Fall	4.39	2018-Spring	4.19
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<p>Program Advisory Board</p>	<p>Program Advisory Board Survey</p>	<p>Positive feedback from Advisory Board Members</p>	<p>Feedback is positive and includes helpful improvement suggestions</p>	<p>Survey is new, so only two annual data points exist for each program, however, BOA morale is quite high at 4.8 out of 5.</p>	<p>The program advisory board documentation is attached as an evidence file</p>
<p>Student Satisfaction with Courses</p>	<p>Course Evaluations</p>	<p>Satisfaction trend has been positive, with recent results higher by Spring 2018 than earlier peak of Spring and Fall 2015. A more granular view of education evaluation can be found in Figure 6.8</p>	<p>Emphasis on instructional excellence seems to be recognized by the students. Continued room for faculty improvement.</p>	<p>Reinforces need for continuous improvement by instructors, importance of faculty review of course satisfaction survey, use of teaching excellence in tenure and faculty retention decisions.</p>	
<p>Career Outcomes</p>	<p>The Career Outcome Survey The Career Outcome Rate is 90% or above (job, military, grad school or mission work)</p>	<p>Outcome rate for undergraduates continues above 90%, although there was some erosion in 2017-2018 from 2015-2016. Outcome rate for graduates declined below 90% in 2017-2018 from 2015-2016, however all the decline came from Sport Management master's students, with all other concentrations (MBA) improving.</p>	<p>Outreach to local employers and establishment of internship pipelines is critical. New graduate business program director will need to also focus on new relationships with potential employers.</p>	<p>DOB faculty working more closely with new career services director: more internships and career opportunities being brought to undergraduates' attention. New graduate business program director hired.</p>	
<p>Faculty Satisfaction</p>	<p>Faculty Satisfaction Survey</p>	<p>The four-year average of 31% of 29 points of satisfaction met desired result of 3 or higher on a 5 point scale.</p>	<p>All 69% of the points averaging below 3.0 are related to funding challenges being experienced by the University. Until those are resolved, minimal improvement is expected.</p>	<p>Senior University Administration is aware of the impact of its current challenges on the faculty's morale and ability to produce results. Despite institutional revenue issues, DOB faculty needs to continue to improve on inter-departmental coordination and cooperation.</p>	