



## CSU College of Business 2022-2023 Assessment Report



The College of Business at Central State University is committed to the continuous improvement process that continues to deliver favorable outcomes and successful graduates. This success is accomplished through a laser-like focus on the quality of the academic programs, support of the missions of both the university and the College of Business, and a belief in the vision established by the leadership. The learning objectives of the programs consistently guide the activities, and the assessment of those goals shows that the programs remain sound. The faculty and staff are engaged, and students who enter the college receive a quality business education consistent with that of aspirational peer institutions.

The College experienced some rebuilding since the pandemic and the changes in leadership affected the continuity in the programs and operation. However, under the leadership of Dr. Fred Aikens, the college is beginning to stabilize, and the faculty and staff are addressing the gaps that were created by the loss of key personnel in the college. The College of Business revised the mission in 2021, and again during in 2022. Adding to the complexities, the university now has an interim president, Dr. Alex Johnson, who will lead the institution for the 2023-2024 academic year. To avoid having to recreate the plan in 2023, a set of Strategic Priorities have been adopted to guide the College until a permanent president takes the university helm in July 2024.



***Pictured:*** College of Business Students and representatives from PNC Bank at the 2023 CSU L.E.E.D. Conference in the College of Business.

# Central State University College of Business

2022-2023

## Assessment Committee

The Assessment Committee is responsible for assuring that measurable student learning is occurring in all programs in the College of Business (COB). This is accomplished by working to ensure that the assessment process for each program is described, student learning outcomes align with program and university goals, and assessment information and data is gathered and analyzed.

The committee will also identify and report assessment data trends and systematically make assessment results available to faculty, administration, students, or other stakeholders in a manner that yields comparative data. An emphasis is placed on the continuous improvement in the achievement of learning outcomes. The Assessment Committee is comprised of the following faculty members:

### 2021-2022 Assessment Committee

<b>Name</b>	<b>Title</b>
Mrs. Santhi Harvey	Chair
Dr. Saima Bashir	Professor
Dr. Jeng-Hong Chen	Faculty
Dr. Marvin Reid	Chair, Business Administration
Dr. Michael Simmons	Chair, Accounting

The Assessment Committee for this academic year made significant strides in updating and improving the way that assessment information is captured. In past semesters, assessments were delivered in hard copy to the students and the completed assessments were collected and analyzed by faculty members. The university experienced an explosive growth of the online population of students in the last few years, and many traditional students attended classes that were conducted online. Those assessments are now captured and maintained in the Learning Management System (LMS). The university recently moved to D2L/Brightspace and the instructional designers at CSU played a significant role in assisting faculty members to design the existing assessments into a format that is deliverable to the students in the LMS. These assessments results are compiled and analyzed by faculty members who teach in individual disciplines. The work of assessing the program is also made less arduous through the creation of a two-year assessment cycle and more intentionality regarding the assessment of the individual programs.

## *College of Business Facts*

**Mission Statement:** The College of Business is committed to providing students with a nurturing educational environment in their personal and professional endeavors. We emphasize academic excellence in teaching, research, and outreach in a dynamic global business environment. The College of Business prepares students for careers in business, government, private and public non-profit organizations, and graduate school. The college takes great care to ensure that graduates are well-rounded individuals through its “Triad for Success,” which emphasizes academics, experiential learning, and professional development.

**Vision Statement:** The College of Business aspires to be globally recognized by its stakeholders for preparing graduates for success in business and society.

### **Accreditation:**

The College of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP)



### **Membership**

The College of Business also holds membership in the AACSB Accreditation body



***Pictured:*** Visitors from Morgan Stanley Wealth Management, Dean Aikens, faculty, and students who won the Morgan Stanley Case Study Competition.

**Academic Programs in the College: Accounting. Business Administration** (Concentrations include Agribusiness, Entrepreneurship, Finance, Hospitality Management, International Business, Management, Management Information Systems, and Marketing). The COB also boasts the creation of an MBA Program that began accepting students in the fall semester of 2022. The MBA program graduated twelve students during the 2022-2023 academic year and will include the program in the upcoming ACBSP Self-Study which will occur during the fall of 2024. The total number of degrees conferred in the College of Business for the 2022-2023 academic year are in the chart below:

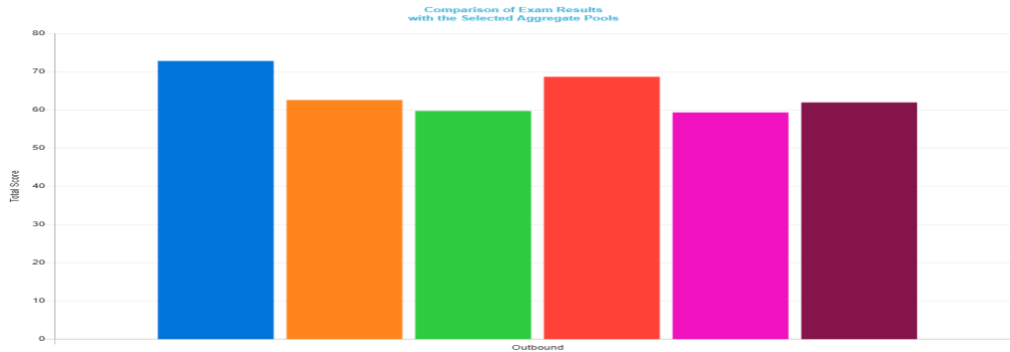
<b><u>Total COB Enrollment and Degrees Conferred in 2022-2023</u></b>			
<b>Degree Program</b>	<b>Concentration</b>	<b>Number of Enrolled Students</b>	<b>Number of Graduates</b>
Accounting		41	3
Business Administration		1780	361
	Agribusiness		3
	Entrepreneurship		4
	Finance		6
	Hospitality Management		4
	International Business		5
	Management		318*
	Management Information Systems		10
	Marketing		11
Master of Business Administration (MBA)		38	12

\*Includes Career Plus Students (Online)

## Summative Outbound Assessment

Source: Peregrine Academic Services

The Peregrine Assessment, specifically the Outbound Summative Assessment, is one of the most enlightening instruments used in the COB to measure the effectiveness of academic programs. During the 2023-2024 academic year, the scores on the assessment increased two percent over the scores from the previous year. CSU students scored an average of 72.75% on the outbound assessment and outperformed all of the aggregate groups in the charts below. The closest aggregate group is the HBCU group at 68.61, which CSU outperformed by four percentage points.



School/Aggregate	Outbound %
Central State University	72.75%
AACSB Accredited - The Association to Advance Collegiate Schools of Business	62.54%
ACBSP (U.S.) - Accreditation Council for Business Schools and Programs	59.68%
HBCU	68.61%
Higher Learning Commission	59.30%
Publicly Owned University	61.91%

Even though the results were encouraging for the outbound group, the results for the inbound group were equally impressive. It was determined that the inbound assessments were being taken later in the semester when they should have been taken during the first two weeks of class in the BUS 1100 course. Taking the inbound assessment later allowed the students to be exposed to many business concepts prior to taking the exam and skewed the results of the exam and the impact of the inbound/outbound comparison. To keep this from happening, faculty members decided to take the assessment earlier and only during the fall semester to benchmark the freshman class and then compare the aggregate results as the students commence from the program. Since the faculty members elected to use a two-year cycle for assessment, the Peregrine will be the only assessment conducted each semester.

## Student Success and Expectations

**Seniors' Experiences** – To allow the University to improve academic programs and the performance of its students, Central State University's Office of Institutional Research conducts a survey of senior students every year. This survey provides information on students' experiences, perception of academic services that support student performance, classroom instruction and faculty advising. The following are the results summarizing graduating senior experiences and satisfaction related to services supporting student academic performance, instruction and faculty advising. This information is extracted from the CSU Fact Book and demonstrates a need to focus on several areas including the administrative functions line Financial Aid and the Office of the Registrar. The report also points to the areas like computer labs, advising, and student housing. It is important to note that most of these seniors attended during the pandemic which could have affected their level of satisfaction with the amenities and services that were provided. The areas where there were increases in the level of satisfaction were Satisfaction with the education received, classroom instruction, and in educational opportunities.

Level of Satisfaction with education Received		Maximized my Educational Opportunities	
Very/Mildly Satisfied	*66%	Strongly/Mildly believe I did	*94%
Neutral	14	Neutral	4
Very/Mildly unsatisfied	20	Strongly/Mildly believe I did not	2
No Response	0	No Response	0

\*Denotes a favorable increase over last year

Impact on Academic Performance			
Primary Advising Sources		Computer Facilities	
Degree/Major Check Sheet	21%	Mildly/strongly Positive	32%
Self	20	Neutral	64
Friends	15	Mildly/Strongly Negative	4
Faculty Members	11	No Response	0

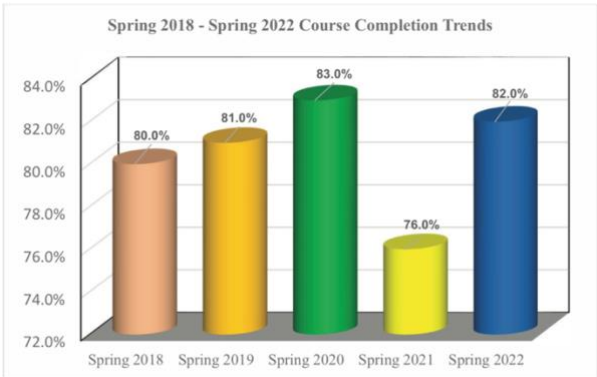
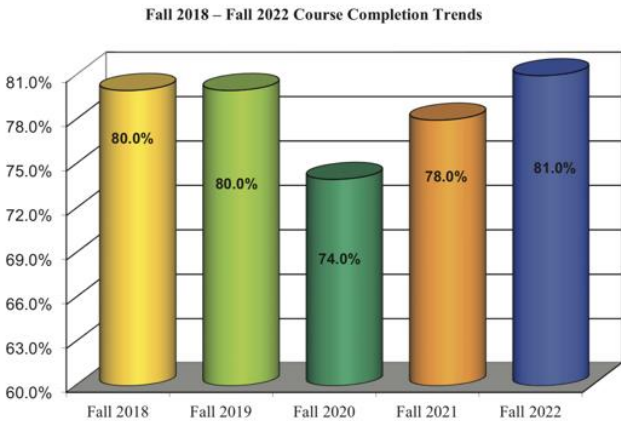
Classroom Instruction		Residence Life	
Mildly/Strongly Positive	75%	Mildly/Strongly Positive	19%
Neutral	32	Neutral	78
Mildly/Strongly Negative	3	Mildly/Strongly Negative	3
No Response	0	No Response	0

<b>Registration</b>		<b>Campus Food Service</b>	
Mildly/Strongly Positive	53%	Mildly/Strongly Positive	16%
Neutral	30	Neutral	78
Mildly/Strongly Negative	17	Mildly/Strongly Negative	6
No Response	0	No Response	0

<b>Financial Aid</b>		<b>Bookstore</b>	
Mildly/Strongly Positive	69%	Mildly/Strongly Positive	46%
Neutral	24	Neutral	51
Mildly/Strongly Negative	7	Mildly/Strongly Negative	3
No Response	0	No Response	0

SOURCE: Spring 2021 Graduating Senior Survey

The course completion rate is one of the metrics used by the university to determine student success and persistence toward graduation. In the COB, we use this information to determine the effectiveness of the faculty members as well as student satisfaction. The completion rate improved during the last academic year at the university. In the most recent Assessment Report, the course completion rate was 78%. During the fall of the last academic year, the completion rate rose to 81% showing improvement as students returned to the campus and were better able to minimize the effects of the pandemic.

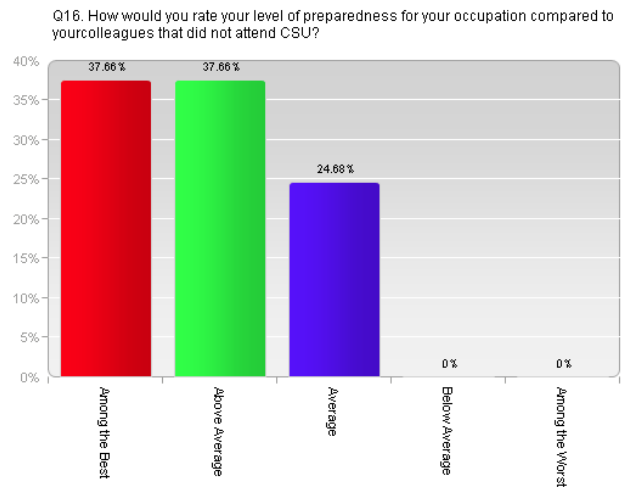
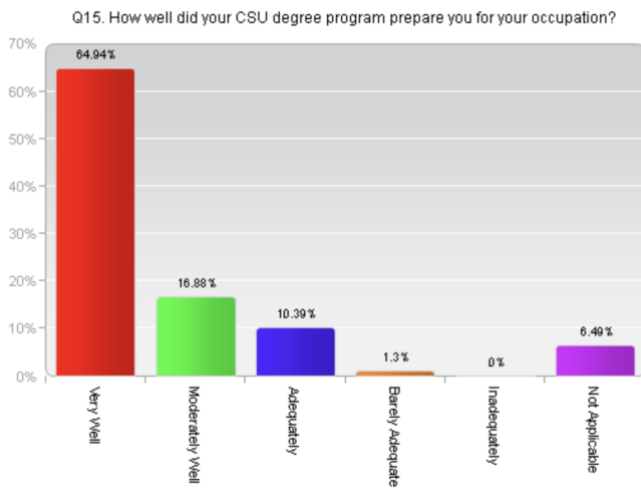


Prepared by the Office of Institutional Research

The spring semester course completion improvement was equally impressive with a six-point improvement over the course completion rate for the previous spring semester. The course completion rate at CSU is improving and it is expected that the New First Time Freshman (NFTF) retention rate will increase as well.

## Alumni Satisfaction Survey

In the most recent 2022 survey of alums of the COB, 75.30% of the 77 respondents indicated that they were either above average or among the best prepared among colleagues who did not attend CSU (Q16). This result is consistent with the results of the last fiscal year when the survey was taken. The chart below shows the level of preparedness of graduates surveyed.

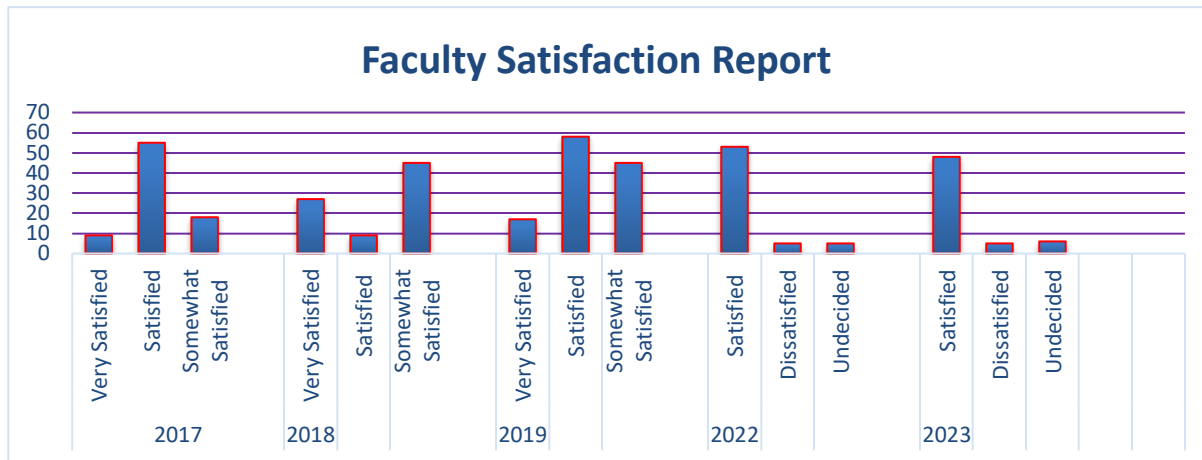


The chart on the left highlights the responses from (Q15) where respondents were asked how well they were prepared for their occupations. An overwhelming majority of alumni believe that they were very well prepared for the challenges that they faced after they left the institution. The results of the alumni survey

## The Faculty Satisfaction Survey

The Annual Faculty Satisfaction Survey is conducted every academic year in May during the Faculty Retreat. The instrument is often manually collected except for 2020 and 2021. The survey is emailed to faculty members, and they are collected by the most-tenured senior faculty member. The current results (Spring 2023) show consistent satisfaction in the last two years. Faculty members are satisfied with the COB and exceed the standard of 70%. The satisfaction rate for 2022 represented 81% satisfied, and although that is a few points lower than the previous year, it is acceptable. As indicated in the previous assessment report, the next two years will be periods of rebuilding and changing how the college functions. In order to improve this rating for the next assessment period, the COB Dean is providing funds for faculty members to travel to conferences where they are presenting articles or other academic work. The faculty members in the respective areas are also working diligently in search committees in order to staff the open positions in the college. Bringing in new faculty members will relieve faculty from some of the work that is currently being done and reduce the amount of overload credits carried by members during the fall and spring semester. The chart below shows the levels of faculty satisfaction over the past five years.





### Business Advisory Council (BAC)

The Business Advisory Council (BAC) is the advisory body for the College of Business. Members specifically advise the dean through three committees that function on behalf of the college and students in the COB. Members represent organizations from the Miami Valley of Ohio, the state of Ohio, the U.S., and the global business community. The most recent results of the BAC Survey are included in the chart below. The survey was conducted in the summer of 2023 for AY 2022-2023. The BAC grew to 25 members during the current academic year as the COB brought in several new members from various organizations such as Mrs. Monica Brown from the Whirlpool Corp., Dr. Shendorah Fisher-Nalls from the Microsoft Corp., and Mrs. Cheryl Lavender Wright from Proctor & Gamble. All of these ladies bring a wealth of knowledge and experience to the BAC. Mrs. Lavender Wright is a former Miss. Central State University and alum of CSU. Dr. Fisher-Nalls is also an alum and an inductee into the CSU Alumni Hall of Fame. As the COB grows in students and experiences, it is important that the BAC grows in its ability to assist and nurture the growth of the students who come to the COB. It is believed that this growth will assist the college in raising funds and keeping the curriculum relevant far into the future.

The BAC supported the L.E.E.D. (Leaders, Executives, Entrepreneurs, and Directors) Conference this year in extreme fashion. The members served as presenters, panelists, interviewers, contest judges, and sponsors for lunch for both days in the two-day conference. Lastly, the BAC supported the Scholarship banquet with over \$50,000.00 in annual support for the scholarships and programming for the COB. The BAC remains active both in the college and behind the scenes for the students in the COB. They work hand-in-hand with Dean Aikens and participate in activities with the students and the Student Advisory Council.

## **2022-2023 BAC Members and Associated Companies**

*BAC members and associated companies represented in 2022-2023 are as follows:*

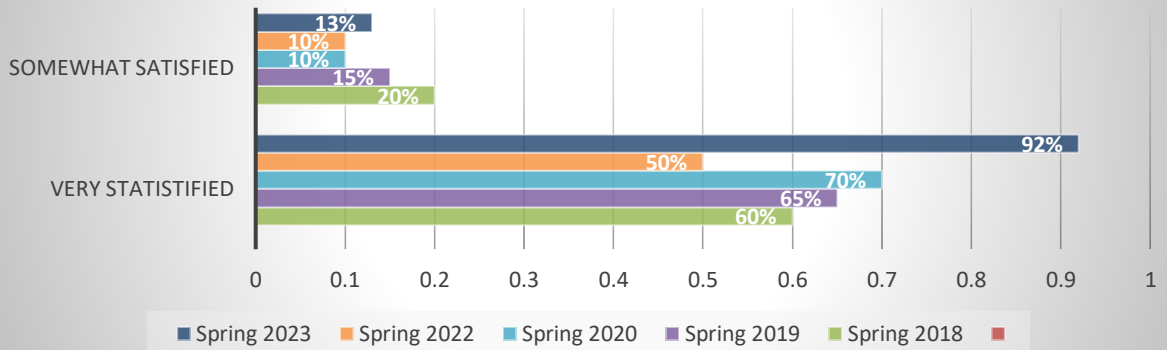
Ms. Ayanna Bennett, JPMC  
Mr. Keith Borders, Union Savings Bank and Guardian Savings Bank  
Ms. Monica Brown, Whirlpool Corporation  
Mr. Justin Castleberry, Morgan Stanley Wealth Management  
Mr. Rusty Clark, Morgan Stanley Wealth Management  
Mr. Dwight Dewberry, PNC Bank  
Ms. Elaine Diggs, corporate HR, American Electric Power  
Mr. Keith Edwards, KBR Wyle  
Ms. Sanserrae Fraizer, First Financial Bank  
Mr. Jonathan Gaupp, Walmart Transportation  
Mr. Kunta Jackson, treasurer, FDIC (treasurer)  
Mr. Wayne Knox, COB Alumni Member (vice chair)  
Mr. Eugene Lee, LinkedIn  
Mr. Isaiah "Ike" Lipsey, Lipsey Enterprises  
Ms. Tiara Love, Enterprise Holdings (secretary)  
Dr. Shendorah Nalls Fisher, Microsoft Company  
Ms. Sarah Ross, Fifth Third Bank  
Ms. Alicia Reed, Protective Life Insurance Company  
Ms. Marya Rutherford-Long, Fifth Third Bank  
Ms. Randi Salyer-Frazier, Wright-Patt Credit Union  
Mr. Kevin Sanford, Synchrony Financial  
Mr. Patrick Simmons, Walmart Private Fleet  
Mr. Maxton Singletary, retired, WPAFB (chairperson)  
Mr. Alfonzo Smith, COB alumni member  
Mr. Ernie Sullivan, Sullivan Staffing Strategies  
Ms. Cheryl Lavender Wright, P&G

### **Honorary members**

Mr. Vernon Ford (retired)  
Ms. Urcelle Willis, Faculty Emeritus (retired)

## BAC Satisfaction Survey 22-23

How satisfied are you with the activities sponsored by the BAC?



*BAC Chair, Maxton Singletary (and wife Tracey) with CSU President, Jack Thomas*



*Marya Rutherford Long of 5/3 Bank (center) with CSU MBA graduate, Brandi Duncan (left) and Lisa Dunn, CSU Career Services Associate (right)*



*BAC member - Keith Borders (Union Savings), COB Dean - Fred Aikens, CSU President - Jack Thomas, Jordan Miller - Adelphi Bank (Keynote Speaker) at the 2023 Scholarship Banquet*



*Mr. Keith Edwards, BAC Member, wins Alum of the Year Award from the COB. Pictured with Dean Aikens and President Thomas*



*Fifth Third Bank Visits CSU (Guests from all over Ohio)*



*Faculty and Staff serve students during the annual COB Day festivities.*



*CSU Students at the Honda All Star Challenge with CSU alums Michelle Johnson-Barton (left) and Sterling Gilmore (right) - both of whom are employees of Honda. Accompanied by Sarah Jones, Program Director in the CSU Honors College (second left)*





**College of Business Student Advisory Council**

The Student Advisory Council is the representative body in the COB for student concerns and in the College of Business. These future business leaders represent both programs, Accounting and Business Administration and meet regularly with the dean to discuss issues that are important to them and to the COB. During the 2022-2023 academic year, these students worked on several of the committees in the COB and participated in the planning of the L.E.E.D. Conference, COB Day, the Dean’s List assemblies, The Business Expo, and other activities in the college. The students on the advisory council range from new freshmen to graduating seniors. This year was the first year that the council had a graduate member, representing the MBA program. The members of the Student Advisory Council include:

<b>Student Advisory Council 2022-2023</b>	
Name: Barrett, Jevonne Major: Business Administration Concentration: Management Information Systems Classification: Senior	Name: Campbell, Bryce Major: Business Administration Concentration: Management Classification: Senior
Name: Diana Williams Major: Business Administration Concentration: Management Information Systems Classification: Senior	Name: Watts, Priscilla Major: Business Administration Concentration: Management Classification: Senior
Name: Tamarea Green Major: Business Administration Concentration: Management Classification: Senior	Name: Sara Birkett Major: Business Administration Concentration: Management (Career Plus) Classification: Senior
Name: Louronia Phillips Major: Accounting Classification: Sophomore	Name: Jaylen Jones Major: Business Administration Concentration: Marketing Classification: Senior
Name: Teresa Williams Major: Business Administration Concentration: Management Classification: Senior	Name: Shernice Armbrister Major: Business Administration Concentration: Finance & International Business Classification: Senior

## **College of Business Faculty and Staff**

**Dr. Frederick A. Aikens**

Dean and Professor of Management

**Dr. Marvin Reid**

Associate Professor and Chair, Business Administration

**Dr. Michael Simmons**

Associate Professor and Coordinator, Accounting

**Dr. Saima Bashir**

Professor, Business Administration

**Ms. Wendy Berry-West**

Assistant Professor of Marketing

**Dr. Jeng Hong Chen**

Associate Professor of Finance

**Ms. Santhi Harvey**

Assistant Professor of Business Administration

**Dr. George Owusu Antwi**

Associate Professor of Economics/Finance

**Dr. Dwobeng Owusu Nyamekye**

Associate Professor of Entrepreneurship/Management

**Dr. Andrew Raschid**

Associate Professor of Hospitality Management

**Dr. Kristen Schroath**

Associate Professor of Marketing

**Dr. Alberta Thrash**

Associate Professor of Management

**Mrs. Marchelle Thomas-Jarrett**

Administrative Coordinator

**Mrs. Holli Trammell**

Administrative Assistant