

Assessment Report

The College of Business at Central State University works diligently to ensure continuous improvement of the academic programs. The mission, vision, and objectives of the College of Business consistently guide the activities and the assessment of those goals show that the programs are sound and students who enter the college receive a quality business education consistent with that of aspirational peer institutions.

Although the College has experienced several leadership changes in the past four years. The goals and objectives were continually assessed and ACBSP accreditation standards remain a primary focus for the faculty, staff, and students. The College of Business revised the mission in 2021, and in the next academic year, will again undergo the process of creating a new strategic plan to reflect the direction of the current administration under the leadership of the 9th president, Dr. Jack Thomas.



Central State University College of Business
2021-2022

Assessment Committee

The Assessment Committee is responsible for assuring that measurable student learning is occurring in all programs in the College of Business. This is accomplished by working to assure 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.

2021-2022 Assessment Committee

Name	Title
Ms. Rachele McCleskey	Staff, Assessment Coordinator (Fall Semester)
Mrs. Santhi Harvey	Chair, Assessment Committee
Dr. Marvin Reid	Faculty
Dr. Jeng-Hong Chen	Faculty
Dr. Michael Simmons	Faculty

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 emphasizing 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)



Academic Programs in the College: Accounting. Business Administration (Concentrations include Agribusiness, Entrepreneurship, Finance, Hospitality Management, International Business, Management, Management Information Systems, and Marketing).



Pictured: Visitors from Fifth Third Bank and COB student

Total COB Enrollment and Degrees Conferred

2022 Conferred Degree in the COB			
Degree Program	Concentration	Number of Enrolled Students	Number of Graduates
Accounting		24	3
Business Administration		2121	70
	Agribusiness	12	2
	Entrepreneurship	25	4
	Finance	35	5
	Hospitality Management	26	5
	International Business	5	2
	Management	1766 ¹	40
	Management Information Systems	19	4
	Marketing	45	8
	Undeclared Concentration	188	0
Master of Business Administration (MBA)		19	0 ²

¹Includes Career Plus Students (Online)

²Program Began in Fall of 2021- no graduates in AY 2022

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. Based on the information provided in the following charts, specifically the Online vs. Face-to-face Course Enrollments Chart, the university experienced exponential growth in the online population. This phenomenon is attributed to the expansion of the Career Plus population as well as the increase of online offerings due to the pandemic. The number of students in the online program grew from 26 students to over 4000 students in just three years. The largest portion of this growth was in the Business Administration Department with a concentration in Management.

Level of Satisfaction with education Received		Maximized my Educational Opportunities	
Very/Mildly Satisfied	46%	Strongly/Mildly believe I did	78%
Neutral	27	Neutral	22
Very/Mildly unsatisfied	27	Strongly/Mildly believe I did not	0
No Response	0	No Response	0

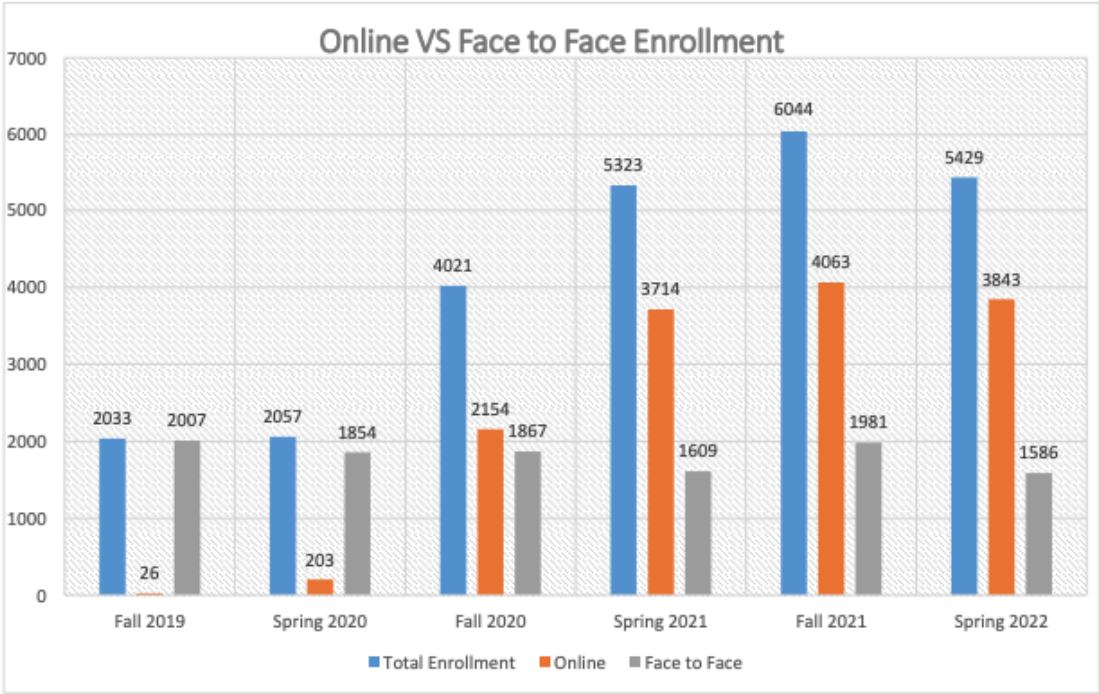
Impact on Academic Performance			
Primary Advising Sources		Computer Facilities	
Degree/Major Check Sheet	26%	Mildly/strongly Positive	41%
Self	21	Neutral	37
Friends	15	Mildly/Strongly Negative	15
Faculty Members	12	No Response	7

Classroom Instruction		Residence Life	
Mildly/Strongly Positive	63%	Mildly/Strongly Positive	41%
Neutral	15	Neutral	30
Mildly/Strongly Negative	19	Mildly/Strongly Negative	19
No Response	19	No Response	26

Registration		Campus Food Service	
Mildly/Strongly Positive	22%	Mildly/Strongly Positive	15%
Neutral	40	Neutral	37
Mildly/Strongly Negative	19	Mildly/Strongly Negative	22
No Response	19	No Response	26

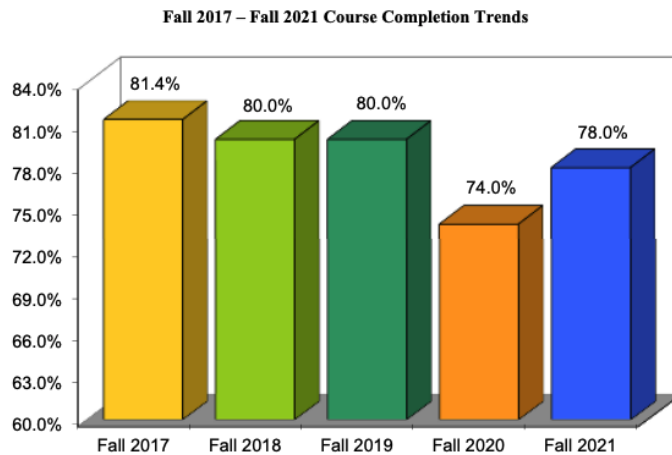
Financial Aid		Bookstore	
Mildly/Strongly Positive	33%	Mildly/Strongly Positive	23%
Neutral	26	Neutral	52
Mildly/Strongly Negative	22	Mildly/Strongly Negative	22
No Response	19	No Response	3

SOURCE: Spring 2021 Graduating Senior Survey

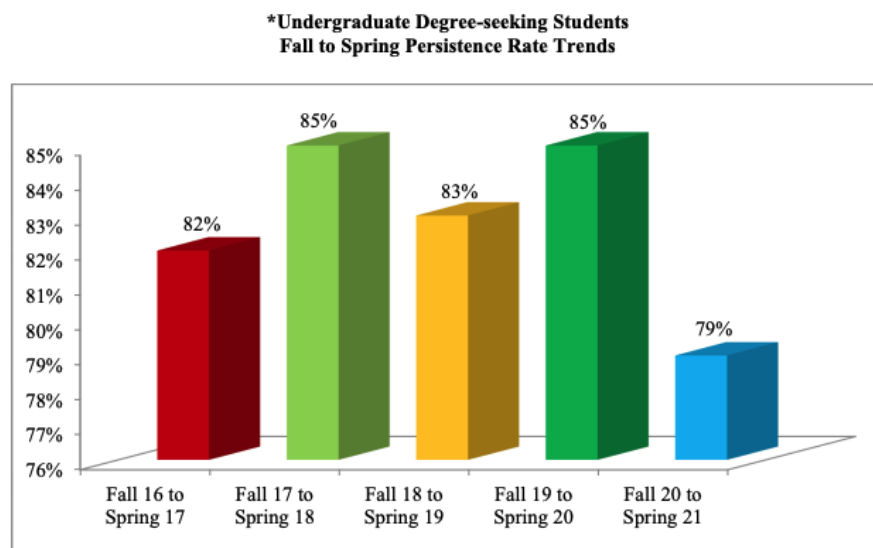


Source: 2022 CSU Fact Book

The completion rate also appeared to be affected during the pandemic. The university experienced a significant reduction in course completion during the first year of the pandemic and then an increase when online activity was normalized. It is expected that the course completion for the next academic year will improve as students become more familiar with the Learning Management System (LMS) and current online pedagogies.



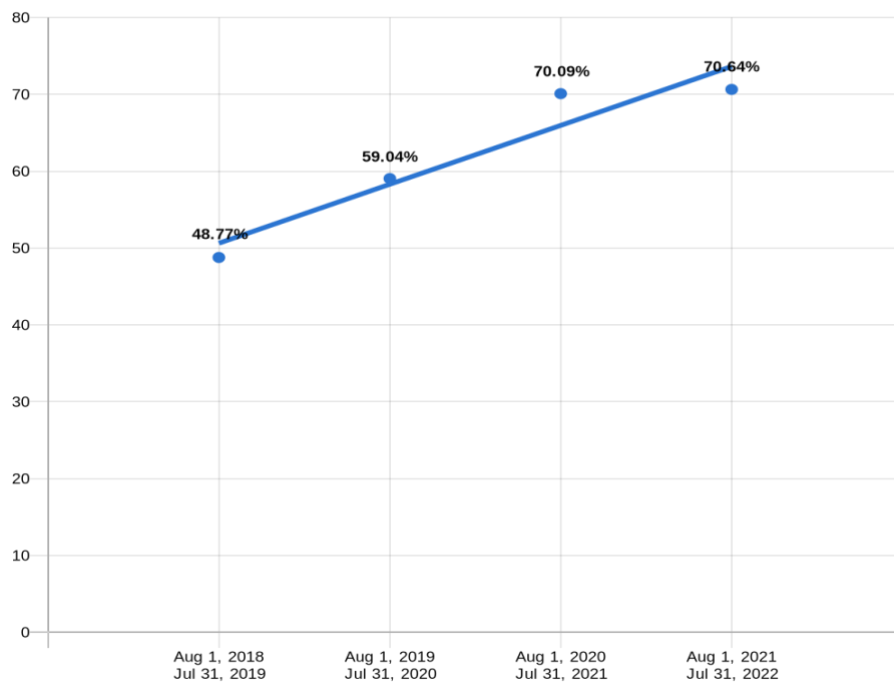
Similarly, there was a decrease in the number of students who returned in Spring of 2021 from the previous semester. This drop, however, was much more dramatic and negatively impacted the number of on-campus students in every program. The chart below demonstrates the drop in student enrollment from the Fall 2020 to Spring 2021 semesters.



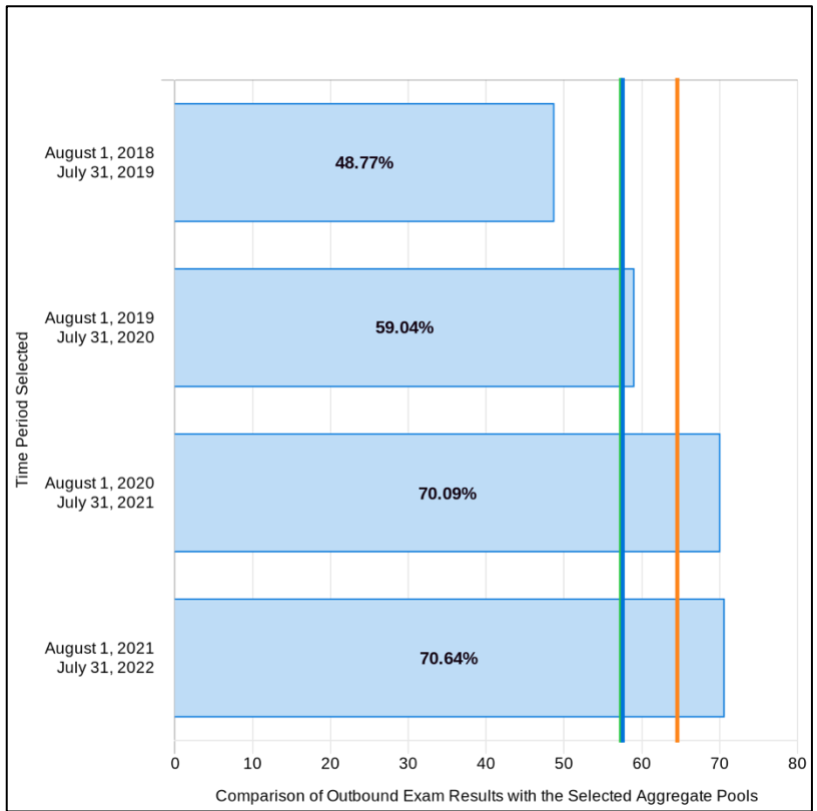
Summative Outbound Assessment

Source: Peregrine Academic Services

The students in the College continue to perform well on the Peregrine Outbound Assessment. The College continues the practice of preparing students with the knowledge and skills to measure well against aggregate, external groups. In a longitudinal report from AY 2018 to AY 2022, Central State University students increased from 48.77% to 70.64%. The following chart shows the progression.



In the next chart, students are measured in the same report against the three aggregate peer groups. The groups are ACBSP accredited institutions, Historically Black Colleges and Universities (HBCUs), and institutions who hold Higher Learning Commission (HLC) accreditation. Central State University scored 48.77% in the first year, increased by over 11% in the second year, and another 11% in the third year. Although students in the Accounting Program did not score as high as those in the Business Administration program, they are also outperforming the same aggregate groups.



Business Administration Program



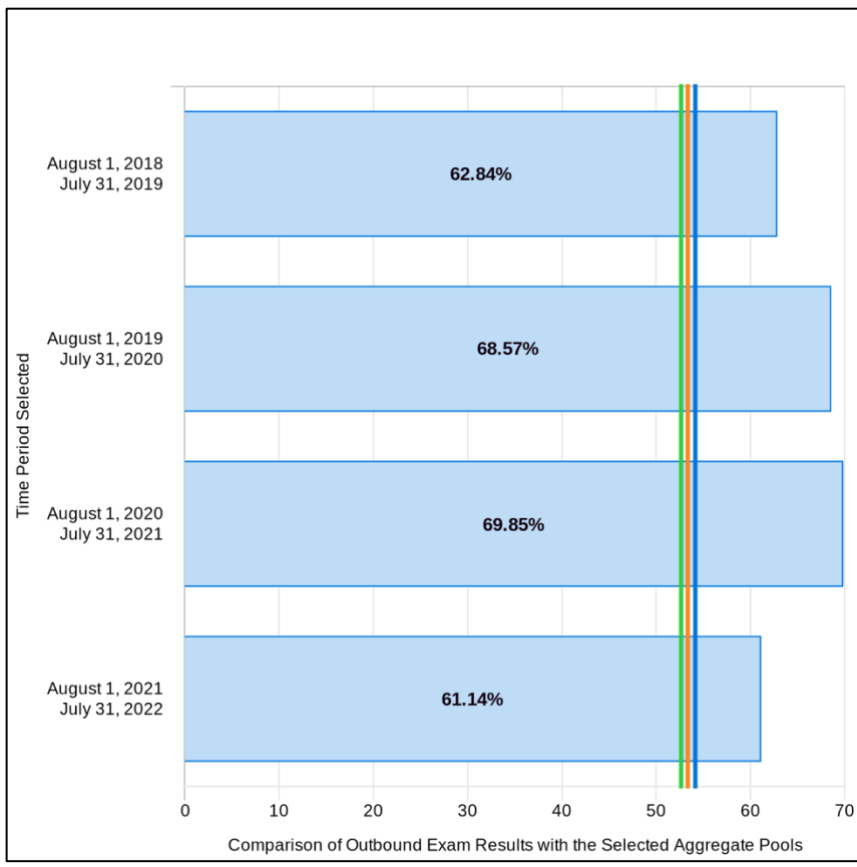
Accounting Program



ACBSP (U.S.) - Accreditation Council for Business Schools and Programs
 HBCU
 Higher Learning Commission

Outbound
 57.55%
 64.58%
 57.32%

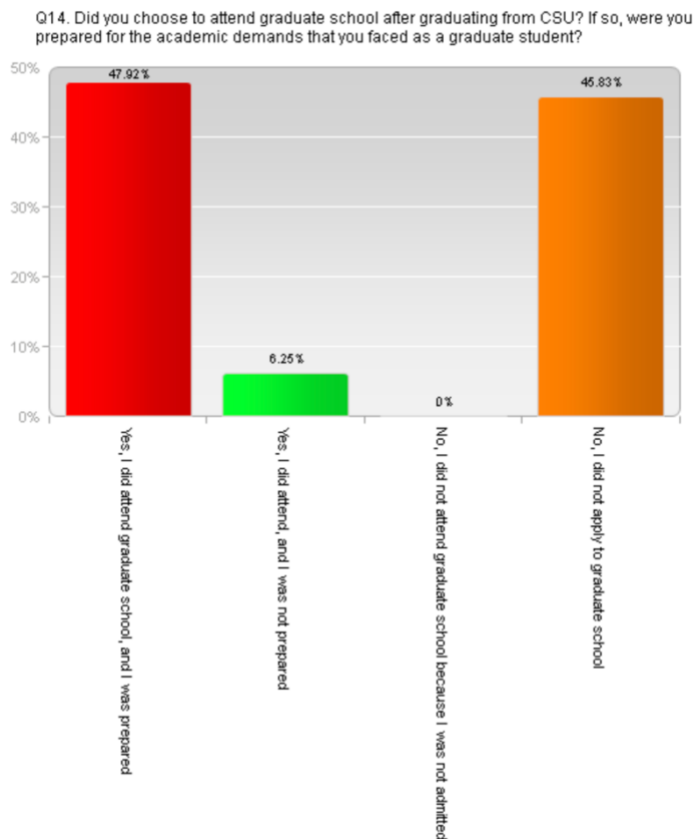
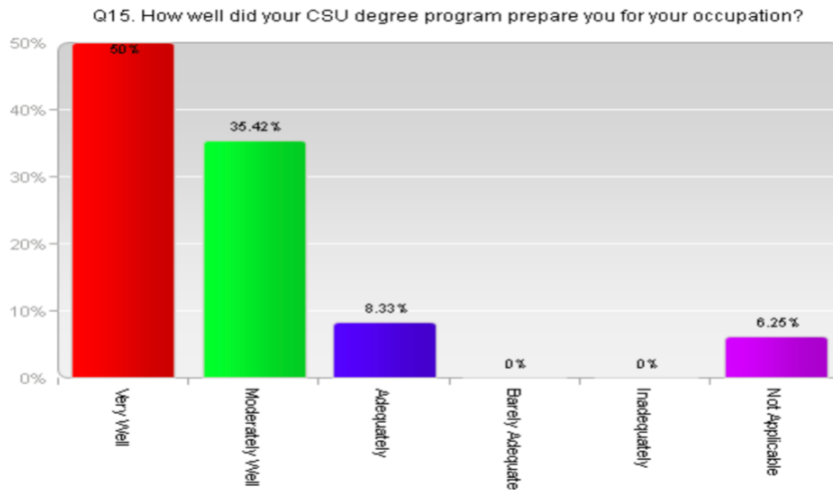
Date Range	Number of Outbound Exams
Aug 1, 2018 - Jul 31, 2019	44
Aug 1, 2019 - Jul 31, 2020	57
Aug 1, 2020 - Jul 31, 2021	68
Aug 1, 2021 - Jul 31, 2022	225



Comparison of Outbound Exam Results with the Selected Aggregate Pools

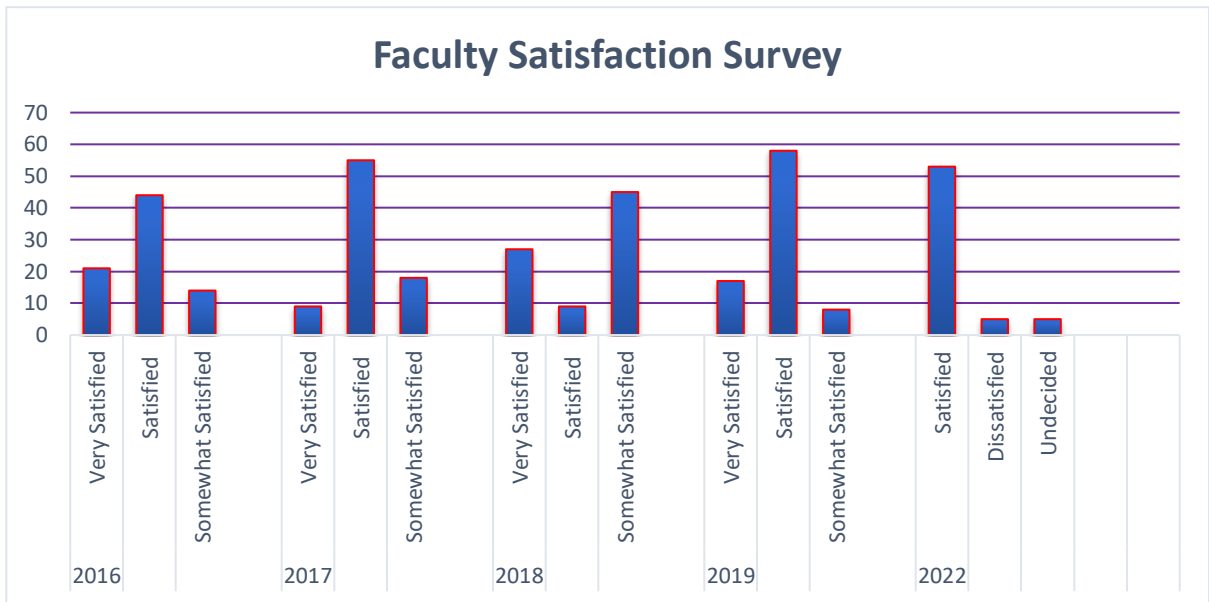
Alumni Satisfaction Survey

In the most recent 2018 survey of alums of the College, over 85% of the respondents indicated that they were either very well or moderately prepared for their chosen occupations. Additionally, of those who attended graduate school, 87% indicated that they were prepared for the academic demands that they faced in their graduate-level programs. Another survey is set to launch during the upcoming 2022 AY. New results will be available at that time.



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 the collected by the most-tenured senior faculty member. The current results (Spring 2022) are similar to those in past years. Faculty members are generally satisfied and exceed the standard of 70%. The satisfaction rate for 2022 represented 84% satisfied, 7.9% dissatisfied and 7.9 % undecided. Due to the anticipated changes in the faculty ranks during the upcoming year, no changes are recommended until the new faculty members are surveyed and results are analyzed. The next two years will be periods of rebuilding and changing how the college looks and functions. The next academic year will bring some change in direction and a focus on the culture of the College. Faculty members are expected to publish more and attend more professional conferences.

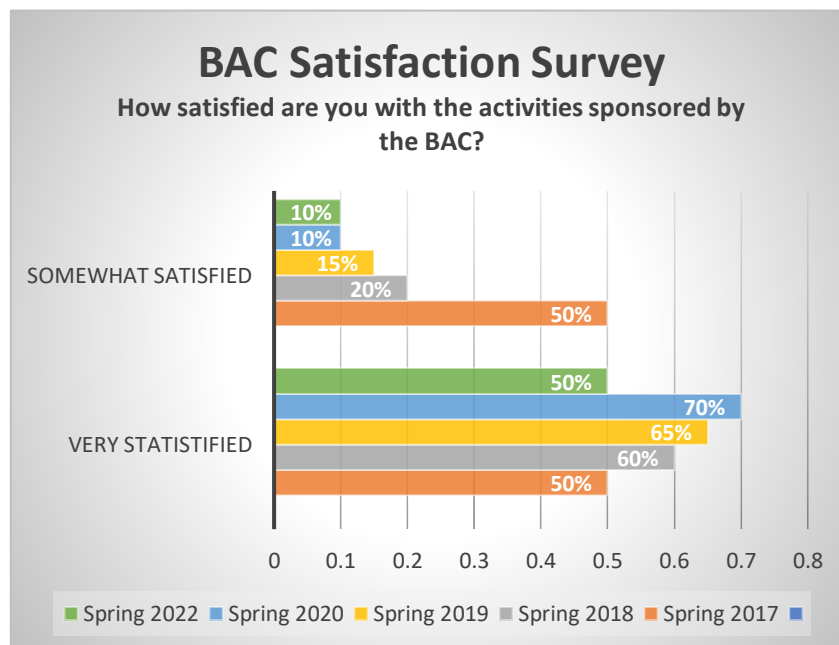


Business Advisory Council (BAC)

The Business Advisory Council (BAC) is the advisory body for the College of Business. The members specifically advise the dean through three committees that function on behalf of the college and the students served by the COB. The members represent organizations that operate in the Miami Valley of Ohio, the state of Ohio, nationally, as well as globally. The associated companies represented in 2021-2022 are as follows:

Alums of CSU College of Business	Protective Life
American Electrical Power (AEP)	Sullivan Staffing
Fifth Third Bank	Synchrony Financial
Guardian Savings Bank	Union Savings Bank
J.P Morgan Chase	Walmart Corporation
Key Bank	Morgan Stanley Wealth Management
Lipsey Enterprises	Four additional members (retired)

The most recent results of the BAC Survey are included in the chart below. The survey was conducted in May of 2022 for AY 2021-2022. The fluctuating results are easily explained as there were several changes in leadership as discussed previously in this report. However, those fluctuations did not affect the overall sentiment of the august body of business leaders. The general sentiment is consistent in the fact that nearly all the members were, at least, somewhat satisfied with the activities in which they collectively engaged.



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 Chair, 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. 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