

### Management Unit Assessment Plan

<b>Unit Goal 1</b>	Provide a quality learning environment in which our students can complete course requirements in a timely manner.				
<b>Connection</b>	UWG Strategic Imperative 1, Goal A: Increase student persistence and timely progression to degree attainment. (Objective 1: Implement and continually assess evidence-based strategies that improve retention, progression, and graduation rates; Objective 3: Increase student's access to and opportunities for academically-related interactions with faculty beyond structured classroom time.)				
<b>Justification</b>	The Management Department faculty feel strongly that it is our responsibility to help students complete their courses in a reasonable timeframe, to mentor students that may need additional assistance with course material, and to provide activities outside of the classroom that help prepare students for their future careers.				
	<b>Description</b>	<b>Outcomes</b>	<b>Measures</b>	<b>Timeline</b>	<b>Person</b>
<b>Action 1</b>	Make courses available during days/times that alleviate scheduling difficulties for most students. Also, offer flexible, online courses as an additional alternative.	At least 70% of students are satisfied with the availability of classes in their major.	Senior Exit Survey	Evaluated and reported on an annual basis.	Department Chair
<b>Action 2</b>	Schedule office hours so that students have sufficient access to additional help outside of the classroom.	At least 90% of students report that faculty are "Frequently" or "Regularly" available outside of class.	Senior Exit Survey	Evaluated and reported on an annual basis.	Department Chair
<b>Action 3</b>	Offer student associations that increase students' understanding of their major and allow interaction with faculty and practicing professionals.	Continue to offer memberships, quality activities, and support of faculty sponsors in the Management Club, the MIS Club, and Enactus.	Faculty who supervise these organizations will provide updates on their annual merit evaluation. Additional information may be collected by Department Chair.	Reported on an annual basis	Dr. Joan Deng, Ms. Samantha Dukes, Mrs. Monica Smith, Dr. Kim Green, and Department Chair
<b>Results</b>	Action 1: Out of 107 responses during the 2014-2015 academic year, 68.9% of graduating seniors indicated that they had no problems with the availability of classes in their major. Thus, we did not achieve the 70% satisfaction level that was our				

target.

Action 2: Out of 107 responses during the 2014-2015 academic year, 95.4% of graduating seniors indicated that faculty were "Frequently" (42.1%) or "Regularly" (53.3%) available to students outside of class.

Action 3: Our results were very good in terms of student participation in academic-related organizations. In the Management Club, Ms. Samantha Dukes, the faculty advisor, reported that she had 30 student members. The Management Club has monthly meetings for all members as well as officer meetings. Over the past year, the Management Club hosted speakers from the Atlanta Braves, Greenway, and the Irish Pub. This organization also participated in "Spirit Night" to raise funds for the March of Dimes, and they participated in "UWG – Cans for a Cause."

In the MIS Programming Club, Dr. Joan Deng, the faculty advisor, reported that she had 15 student members. The club had several guest speaker sessions and took a field trip to Greenway Health in Carrollton Georgia.

In the Enactus Club, Mrs. Monica Smith and Dr. Kim Green, faculty advisors, reported that they had about 20 members. During the past year, 18 students participated in a Leadership Conference at Home Depot in Atlanta, one student participated in a Leadership Summit in New York, and three students obtained internships because of their participation in this club. The club was also very active in community service. At Carrollton Middle School, Enactus was active in the school's "Smart Club" and "Arts for All" programs. Additionally, at two local high schools, Enactus students conducted resume workshops. Because of their many efforts in community service, Enactus received the "UWG Student Organization Service Award."

**Improvement Plan**

Action 1: We clearly have some work to do in making major classes available during the days/times when students want them. Our senior exit survey showed that 43.6% of students preferred morning classes, 35.1% preferred afternoon classes, and 11.7% preferred evening classes (9.6% had no preference). Thus, in our Management major courses our action will be to try to schedule more sections during these preferred times. MIS is a bit different. Because of the relatively small size of this program, we can only offer major courses once per year. Thus, in the MIS area, we are going to try to move to more hybrid-type classes (with a significant amount of instruction online) to try to add flexibility into the program.

Action 2: We met our goal in this area. Ninety-five percent of our seniors seemed to be able to get in touch with faculty in a timely manner. Based on my observation, the issues that five percent of students had may be related to the CISM 2201 course that many students take as a sophomore. While our faculty are diligent and our GAs do a wonderful job, many students wait until the last minute to complete assignments. Then, because of the large demand for help, they must wait for assistance or figure it out on their own. We are discussing some scheduling

changes with our GAs that we will try to implement in the Fall semester. Hopefully, this will help with peaks in student demand.

Action 3: In the Management Club, Ms. Dukes plans to maintain or increase membership by hosting a Facebook page, a Twitter account, and word-of-mouth among students. In the MIS Programming Club, Dr. Deng plans to maintain or increase membership by e-mailing all MIS majors, MIS pre-majors, and MIS minors inviting them to a Fall Kick-Off Meeting. In the Enactus Club, Mrs. Smith and Dr. Green use current student membership to “recruit” students who are serious and committed to working in this student organization. There is also a display board in Miller Hall that promotes the organization.

### Management Unit Assessment Plan

<b>Unit Goal 2</b>	Effectively partner with our local community and other external stakeholders.				
<b>Connection</b>	UWG Strategic Imperative 3, Goal B: Create and cultivate new partnerships to support strategic initiatives. (Objective 1: In consultation with other educational institutions identify and develop opportunities for cooperative activities; Objective 2: Partner with business and economic development organizations in activities that benefit UWG, its partner organizations, and sustainable economic and cultural development; Objective 3: With individuals, foundations, and other service agencies, identify and develop partnerships, and activities that improve our communities.				
<b>Justification</b>	The Management Department feels that we have an obligation be active participants in our local community. Further, we believe that we must interact on a regular basis with our external environment if we are to provide cultural and professional opportunities for our students to learn and grow.				
	<b>Description</b>	<b>Outcomes</b>	<b>Measures</b>	<b>Timeline</b>	<b>Person</b>
<b>Action 1</b>	Develop Faculty Exchange Program with Birla College in Kaylan, India (Mumbai suburbs).	Opportunity for students to interact with a faculty member from another country and for our faculty to gain exposure to another culture.	The approval and implementation of the exchange program.	Fall 2015 – Spring 2016	Dr. John Upson and Department Chair
<b>Action 2</b>	Partner with SCRAP Bin, a local non-profit organization, to provide retail operations experience for our students.	Students will participate in various marketing and operations activities.	The nature and extent of student engagement will be reported in annual merit evaluation.	Spring 2015 – Spring 2016	Dr. Kim Green and Mrs. Monica Smith

<b>Action 3</b>	Provide hour-long workshops at the local Goodwill store.	These workshops benefit individuals in the community who may be looking for work through the Goodwill Career Center.	The number of workshops and workshop topics will be provided in the annual merit evaluation.	Spring 2015 – Spring 2016.	Dr. Kim Green and Mrs. Monica Smith
<b>Action 4</b>	Invite local business leaders into the classroom to speak with students.	Students benefit from the experience of practitioners and are able to network.	Speakers in classrooms will be reported in the annual merit evaluation or reported to the Department Chair in separate reports.	Ongoing	Department Faculty and Department Chair
<b>Results</b>	<p>Action 1: This action is scheduled for the 2015/2016 academic year. However, we can report that Dr. Radhika Lobo from Birla College is interested in teaching in the RCOB during the Spring 2016 semester.</p> <p>Action 2: The Enactus student group worked very closely on several recycling projects with this non-profit organization over the past year. In fact, during the spring semester, two students actually performed internships with SCRAP Bin. One of the internships was in the Marketing area and the other was in business analysis – more MIS-related.</p> <p>Action 3: Thus far, Dr. Green has spent about six hours working with Goodwill. She has her first formal workshop scheduled for June 12, 2015 in the Career Center at Goodwill.</p> <p>Action 4: We had a total of 16 speakers from local businesses speak with our students over the past year. They came from organizations such as Southwire, Greenway Health, the Atlanta Braves, Morgan Oil, Waffle House, the Carrollton County Chamber of Commerce, Robinson Salvage, and Walmart.</p>				
<b>Improvement Plan</b>	<p>Action 1: Dr. Radhika Lobo actually teaches Economics. Thus, Dr. Upson (Management) and Dr. Gainey (Management) will work with Dr. Joey Smith in the RCOB Economics Department to examine the feasibility of hosting an exchange program for Spring 2016.</p> <p>Action 2: Mrs. Smith and Dr. Green are pleased with the practical experience students are gaining with SCRAP Bin. Over the next year, they plan to continue to remain active in this partnership, developing more projects and, hopefully, more internships for our students.</p>				

Action 3: Dr. Green has begun her work with Goodwill. She has her first workshop scheduled for this summer. If it is successful, she will continue with her workshop series. The improvement plan in this case is to continue working with the individuals at Goodwill and make adjustments as necessary. Based on the success of the workshops and the needs of the individuals involved, we expect this partnership to continue.

Action 4: While having 16 local business leaders come into our classrooms over the past year is very good for our students, we can increase these numbers. Only five of our fifteen faculty members reported using local business leaders. The results of this Action Item will be reported in the Fall Faculty Meeting and we will discuss ways to increase our performance in this area. The results of our discussion will be documented in the Fall Faculty Meeting minutes.

### Management Unit Assessment Plan

<b>Unit Goal 3</b>	Ensure that the Management and MIS major programs engage in meaningful program assessment.				
<b>Connection</b>	UWG Strategic Imperative 4, Goal C: Foster a culture of strategic planning and institutional effectiveness so that University decisions at all levels are collaborative and driven by data, assessment, continual improvement, and prioritization of resources aligned with the stated mission and vision. (Objective 2: Assure that all units within the University engage in meaningful institutional effectiveness practices, including identifying expected outcomes, assessing the extent to which outcomes are met, and providing evidence of improvement based on results.)				
<b>Justification</b>	A strong assessment program will ensure that programs are systematically evaluated and that there is a culture of continuous improvement.				
	<b>Description</b>	<b>Outcomes</b>	<b>Measures</b>	<b>Timeline</b>	<b>Person</b>
<b>Action 1</b>	Department will review and revise learning goals within the Management major.	Updated learning goals and outcomes for the Management major.	Senior Exit Surveys, Class Assessments, and Field Exam.	Initial Evaluation – Fall 2015. Then annual review.	Management Faculty and Department Chair
<b>Action 2</b>	Department will review and revise learning goals within the MIS major.	Updated learning goals and outcomes for the MIS major.	Senior Exit Surveys, Class Assessments, and Field Exam.	Initial Evaluation – Fall 2015. Then annual review.	MIS Faculty and Department Chair.

<b>Results</b>	<p>The department chair and faculty worked together during the Spring 2015 semester to update the learning outcomes for both the Management and Management Information Systems (MIS) majors.</p> <p>The learning outcomes for the Management program are as follows: (1) Management majors will demonstrate a more comprehensive knowledge of management concepts and principles as compared to non-management BBA majors as a whole, (2) Management majors will be able to explain the role of entrepreneurs in managing businesses, (3) Management majors will be able to identify basic principles associated with leadership, and (4) Management majors will be able to examine and analyze basic employment-related data.</p> <p>The learning outcomes for the Management Information Systems (MIS) program are as follows: (1) MIS majors will demonstrate a more comprehensive knowledge of MIS concepts and principles as compared to non-MIS BBA majors as a whole, (2) MIS majors will be able to develop a working, dynamic website, (3) MIS majors will be able to design a relational database that is at least in Third Nominal Form (3NF), and (4) MIS majors will utilize data flow diagrams to accurately depict the movement of data within systems.</p>
<b>Improvement Plan</b>	<p>These learning outcomes were jointly developed between the department chair and faculty during the Spring 2015 semester. Thus, data collection for some of the goals has not yet occurred. A schedule will be developed during the summer to ensure that all learning outcomes will be measured over the next academic year. Thus, at the end of the 2015/2016 academic year a full year of data should be available to report. Additionally, actions plans will be put in place based on the analyses.</p> <p>It should be noted that before these new learning outcomes were developed, the department had two learning goals for both the Management and MIS programs. Each of these learning goals was assessed on an annual basis since 2008. The assessment reports are available on the department website or can be obtained by contacting the department chair.</p>

Management Unit Assessment Plan					
Unit Goal 4	Create a work environment in which faculty and staff are engaged and satisfied.				
Connection	Employee Engagement Survey				
Justification	Results of the Employee Engagement Survey were rolled out during our September 14, 2014 fall faculty meeting. During this meeting, three action items (described below) were created by the Management Department faculty.				
	Description	Outcomes	Measures	Timeline	Person

<b>Action 1</b>	Make a positive impact on our community (based on survey item #6 – UWG enjoys a good reputation in the community)	More service within the community. Target: average one community service activity per faculty member.	(1) Follow-up employee engagement survey (2) Community-related activities reported in the annual merit evaluation.	Spring 2016	Department Faculty and Department Chair
<b>Action 2</b>	Increase faculty understanding of benefits available to them. (based on survey item #68 – I am satisfied with the benefits package provided by UWG)	Increased knowledge of faculty about benefits that they may not fully understand.	Follow-up employee engagement survey.	Spring 2016	Department Chair with assistance from the UWG HR Department
<b>Action 3</b>	Become more involved in UWG-sponsored activities outside of the RCOB. (based on survey item #105 – I attend University-sponsored activities ... outside of those required by my position.)	Greater faculty participation in UWG-related activities. Target: average of one activity per faculty member.	(1) Follow-Up employee engagement survey (2) Faculty survey of UWG-related activities they have participated in outside of the RCOB.	Spring 2016	Department Faculty and Department Chair
<b>Results</b>	<p>Action 1: Item # 6 from the 2014 Engagement Survey was not included on the 2015 Engagement Survey. Thus, we are not able to make a direct comparison with the score of 3.9/5.0 from the 2014 survey. However, we can report on community service among our departmental faculty. During the 2014/2015 academic year, our faculty reported 1,735 hours of community service across 35 different endeavors. Twelve or our fifteen faculty members reported some community service. Some of the specific service activities were as follows: Boy Scouts of America, LDS Church – Carrollton Ward, Kiwanis Young Professionals Club, uCode@UWG (a Saturday computer programming club for the community), Agape Hospice Pet Program, Goodwill, Daughters of the American Revolution, Phoenix Resource Center, United Nations, Carrollton County Parks and Recreation, Salvation Army Bell Ringer, and St. Margaret’s Episcopal Church.</p> <p>Action 2: Item # 68 from the 2014 Engagement Survey was not included on the 2015 Engagement Survey. Thus, we are not able to make a direct comparison with the score of 3.4/5.0 from the 2014 survey. However, given the results of benefit-based questions from the 2015 Engagement Survey, it is clear that faculty in the Management Department</p>				

	<p>continue to be either dissatisfied with the benefits, unclear about benefits that are actually offered, or unsure where to go if they have questions.</p> <p>Action 3: Item # 105 from the 2014 Engagement Survey was not included on the 2015 Engagement Survey. Thus, we were not able to make a direct comparison with the score of 3.9/5.0 from the 2014 survey. However, we can report on the efforts that many faculty made to become more involved in UWG-related activities outside of the RCOB. Twelve of our fifteen faculty members reported attending 44 events outside of the RCOB. These events include: the Newnan Campus Groundbreaking Ceremony, a Sigma Chi Fraternity Fundraiser, UWG Homecoming, the Library's Penelope Melson Society presentation, Live Art at the Townsend Center, Innovations in Pedagogy Conference sponsored by the Center for Teaching and Learning, the 30 under 30 event, a discussion entitled, "Miracle on Decatur Street" sponsored by the Office of VP for Academic Affairs, football and basketball games, "Dirty Car Art" which was part of Environmental Awareness Week, and a Alison Brown bluegrass concert sponsored in the English Department.</p>
<p><b>Improvement Plan</b></p>	<p>Action 1: Based on the results, it is clear that our department members are actively involved in the community. We averaged 115 hours of service per faculty member in the department and twelve of fifteen faculty members were involved in some type of community-related service. We plan to review these results in the Fall Faculty Meeting and talk about opportunities for service for those that may not currently be involved. The review and discussion will be documented in the meeting minutes. Because the particular question upon which this action was based is no longer part of the annual survey, departmental members may elect to pursue a new item from the survey on which to work for next year.</p> <p>Action 2: Given the dissatisfaction and uncertainty that department members have regarding UWG benefits, HR representatives will attend "open" RCOB meetings on September 2, 2015 and September 3, 2015. Department members will have the opportunity to interact with HR representatives and get clarification on any benefit-related questions. The particular question upon which this action was based is no longer part of the annual survey. However, based on the 2015 survey, the dissatisfaction with benefits continues to be a problem. Departmental members will decide in the Fall Meeting if they wish to continue to work on this particular issue.</p> <p>Action 3: Based on faculty reports, departmental members seem to be very involved with UWG-related activities outside of their department. Thus, this is not viewed as a problem area. Our results will be discussed during the Fall meeting and this will be documented in departmental minutes. Because the particular question upon which this action was based is no longer part of the annual survey, departmental members may elect to</p>

pursue a new item from the survey on which to work for next year.