



IACBE

International Assembly for Collegiate Business Education

Annual Report – Accredited Member

Institution: SUNY Potsdam
Academic Business Unit: Business Administration Dept
Academic Year: 2013-2014

International Assembly for Collegiate Business Education
P.O. Box 3960
Olathe, Kansas 66063
USA

IACBE ANNUAL REPORT
For Academic Year: 2013-2014

This annual report should be completed for your academic business unit and submitted to the IACBE by November 1 of each year.

General Information

Institution's Name: SUNY Potsdam

Institution's Address: 44 Pierrepont Avenue

City and State or Country: Potsdam, NY USA Zip or Postal Code 13676

Name of Submitter: Gregory A. Gardner

Title: Associate Professor of Business

Your Email Address: gardnega@potsdam.edu

Telephone (with country code if outside of the United States): 315-267-2209

Date Submitted: 31 October 2013

Accreditation Information

1. If applicable, when is your next institutional accreditation site visit? 2021 Year
2. When is your next reaffirmation of IACBE accreditation site visit? 2016 Year
3. Provide the website address for the location of your public notification of accreditation by the IACBE: http://www.potsdam.edu/academics/SOEPS/BusinessAdmin/index.cfm
4. Provide the website address for the location of your public disclosure of student learning results: http://www.potsdam.edu/academics/SOEPS/BusinessAdmin/index.cfm
5. If your accreditation letter from the IACBE Board of Commissioners contains "notes" that identified areas needing corrective action, please list the number of the IACBE's Accreditation Principle for each note in the table below. Indicate whether corrective action has already been taken or that you have made plans to do so. (Insert additional rows as necessary.)

Commissioners' Notes	Action Already Taken	Action Planned
Principle 1.2 Summary Evaluation of Outcomes Assessment. A revised plan for outcomes	The revised plan has been submitted and the department is	No further action required at this time. Department will continue to track the results of

assessment was required by the Board of Commissioners.	executing that plan.	the assessment plan and make changes as indicated by the data.

Administrative Information

1. Provide the following information pertaining to the current president/chief executive officer of your institution:

Name: Kristen G. Esterberg

Title: President – SUNY Potsdam (Interim)

Highest Earned Degree: PhD Email: president@potdam.edu

Telephone (with country code if outside of the United States): 315-267-2100 Fax (with country code if outside of the United States): 315-267-2496

Check here if this represents a change from the previous year.

2. Provide the following information pertaining to the current chief academic officer of your institution:

Name: Margaret E. Madden

Title: Provost & Vice President for Academic Affairs– SUNY Potsdam

Highest Earned Degree: PhD Email: maddenme@potdam.edu

Telephone (with country code if outside of the United States): 315-267-2108 Fax (with country code if outside of the United States): 315-267-2115

Check here if this represents a change from the previous year.

3. Provide the following information pertaining to the current head of your academic business unit:

Name: Joe A. Timmerman

Title: Chairman of the Department of Business Administration

Highest Earned Degree: PhD Email: timmerja@potdam.edu

Telephone (with country code if outside of the United States): 315-267-2219 Fax (with country code if outside of the United States): 315-267-3189

Check here if this represents a change from the previous year.

4. Provide the following information pertaining to your current primary representative to the IACBE (if not the same as the head of the academic business unit):

Name: Gregory A. Gardner

Title: Associate Professor of Business – Department Assessment Coordinator

Highest Earned Degree: PhD Email: gardnega@potdam.edu

Telephone (with country code if outside of the United States): 315-267-2209 Fax (with country code if outside of the United States): 315-267-3189

Check here if this represents a change from the previous year.

5. Provide the following information pertaining to your current alternate representative to the IACBE:

Name: Joe A. Timmerman

Title: Chairman of the Department of Business Administration

Highest Earned Degree: PhD Email: timmerja@potdam.edu

Telephone (with country code if outside of the United States): 315-267-2219 Fax (with country code if outside of the United States): 315-267-3189

Check here if this represents a change from the previous year.

Programmatic Information

1. Did you terminate any business programs during the reporting year?

No

Yes. If yes, please identify the terminated programs on a separate page at the end of this report.

2. Were changes made in any of your business programs?

No

Yes. If yes, please identify the changes on a separate page at the end of this report.

3. Were any new business programs (including new majors, concentrations, and/or emphases) established during the academic year?

No (skip to the *Outcomes Assessment* section below)

Yes. If yes, please identify the new programs on a separate page at the end of this report, and answer item 4 below.

4. If applicable, was approval of your institutional accrediting body required for any of the programs identified in item 3 above?

No

Yes. If yes, please attach a copy of the material that you sent to your institutional accrediting body.

Outcomes Assessment

1. Has your outcomes assessment plan been submitted to the IACBE?

Yes

No. If no, when will the plan be submitted to IACBE? _____

2. Is the original or revised outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

3. Complete the Outcomes Assessment Results form below and include it with this annual report to the IACBE. **Note: Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.**

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Performance targets/criteria are the criteria used by the academic business unit in evaluating assessment results to determine whether intended outcomes have been achieved. For example, if the academic business unit is using the ETS Major Field Test as one of its direct measures of student learning, then a performance target might be that the Institutional Mean Total Score on the exam will place students in the upper quartile nationally; or if the academic business unit is using a comprehensive project in a capstone course as a direct measure of student learning, then a performance target might be that 80% of the students will score at the highest level (e.g., proficient, exemplary, etc.) on each project evaluation criterion.

Remember that your outcomes assessment plan needs to include two or more direct and two or more indirect measures of student learning. These measures should be used at the program level.

At the bottom of each section of the form, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information. Add tables and insert rows in the tables as needed.

Other Issues

Briefly comment on other issues pertaining to your academic business unit that you would like to share with the IACBE.

1. The department has recently merged with another department on campus that teaches a set of graduate programs in education that concentrate on leadership and technology in education programs. The department has not yet engaged IACBE on this issue, as these programs are not business programs and do not use the same faculty or student groups. The department is exploring options to integrate these programs more closely with the business administration undergraduate program and faculty as the initial foundation of a business graduate degree program. In the coming year, as these plans stabilize, we anticipate engaging with IACBE regarding accreditation issues associated with this move.

2. The State University of New York (SUNY), including SUNY Potsdam, continues to struggle with severe financial restrictions which have made it extremely difficult to hire additional business faculty or fund co-curricular activities in some cases. The program currently has 325 majors and 40 minors, making it one of the largest undergraduate programs on campus and the fastest growing. The program is supported by only seven full-time faculty lines. Severe budget restrictions on campus mean that all Business Admin faculty members are advising 50+ students in the major and teaching full course loads each semester. The FTE per faculty member stands at 22, with a campus-wide average of only 17. While the department recognizes the value of offering expanded co-curricular engagements and High-Impact Practices and desires to do so, it is unclear when/if budget restrictions will allow significant expansion of these efforts.