

**Steven G. Mihaylo College of Business and Economics  
California State University, Fullerton**

**Annual Maintenance Report  
AY 2009-10**

**Overview Statement.** The Mihaylo College of Business and Economics continued on its path to excellence in fall 2009 one year after moving to its new home. The new home is perhaps one of the most modern facilities in this part of the country. Students, faculty and staff are excited and energized about the facility and it is apparent in everyone's attitude. This is the first time that all of our faculty, staff, and the departments are under one roof. The future is even brighter as our new home is more inspiring for generating new ideas, developing innovative curricula and offering quality business management education. Our student clubs are also energized by being in this new facility and are more active than ever. The facility serves as a focal point for many students for meeting and collaborating on their class projects.

The following report highlights our achievements for 2009-2010 and also presents our goals for 2010-2011. The future goals are inspired by our past achievements.

**Vision Statement** - We will be the choice of Southern California's businesses and governments for college graduates, business solutions, and professional development.

**Mission Statement** - We create and apply knowledge that transforms student lives, develops business leaders who shape the regional economy, and advances the intellectual capital of our diverse region.

### **Section 1 – Progress Update**

The following are the highlights of the accomplishments for 2009-2010. These accomplishments are guided by our strategic planning that focuses on program quality, balancing theory and practice, and expanding outreach and visibility. As listed below, in some cases, we have exceeded the goals and expectations originally envisioned.

*Program Quality- This guiding theme encompasses efforts required to ensure academic programs are of the highest caliber, meeting AACSB standards and the demands of the marketplace to build Orange County's future business leaders. A summary of actions related to program quality follows below.*

**Increasing Faculty Research Profile:** The following strategic initiatives will be the drivers for raising the long run faculty research profile to a higher level.

***Revamped the assigned time policy*** - To enhance faculty scholarly productivity a new assigned time policy has been approved. The new policy places more emphasis on long-term productivity of faculty rather than on a short-term one year performance. The policy gives credit to faculty for all their publications rather than only one per year. The most important feature of this policy is requiring faculty to exceed Academic Qualification (AQ) to receive assigned time, whereas, in the old policy a faculty member could receive assigned time and still not be academically qualified. The new assigned time

policy considers a faculty's record of productivity over the preceding five years. This new policy encourages steady productivity level, rewards a faculty member for all his/her publications, and requires faculty to exceed AQ to receive assigned time.

***Initiated faculty grant program for research*** – The grant program was created using external funds generated as a result of Mihaylo College's outreach activity. Both tenured and tenure-track faculty are supported by faculty grants. The research grants are to be awarded based on merit and contribution to Mihaylo College's mission and goals.

**Redesigned Professional Qualification (PQ) worksheet:** A new worksheet was created for evaluation of non-permanent faculty that is conducted by the departmental personnel committees (DPC) and Chairs. The new worksheet assists non-permanent faculty members to be aware precisely of the type of information they should provide to DPC's. This form which was created by an ad hoc faculty committee helps in providing much greater detail on how credit for professional qualification would be granted. The form goes beyond merely listing activities that can earn PQ. It requires a faculty member to describe the nature and duration of activities that should be counted toward PQ.

**Redesigned student opinion questionnaire (SOQ):** Previously all the academic departments used their own surveys for student evaluation of professors. The surveys differed as to anchors used and questions asked. After working for almost a year with the departments, through their faculty representatives, a new SOQ was designed and it is expected to be adopted by all the departments in spring 2011. The new SOQ will allow more consistent and reliable performance evaluation of faculty across departments.

**Completed "Core Link" project:** The core course coordinators council (C4) initiated a project called "Core Link." Core link is designed to assist students in understanding how the course curriculum is integrated across functional areas. The process started with each course coordinator presenting course contents. Then all coordinators identified overlapping concepts in each course. The result is that every core course will now have, based on the latest content of the course, a summary of all the concepts covered in each lecture that are related to other subjects. Summary sheets are to be created for the links between subjects covered in core courses and will be provided on pilot basis to a few sections of each core course during fall 2010 and will be fully rolled out to all the sections in spring 2011. This is a fundamental step for the integration of our core curriculum and maintaining the Mihaylo College reputation for innovativeness.

**Completed census on faculty teaching practice:** This is the first ever survey completed on faculty teaching practices. The result of this survey is a baseline for pedagogical practice among our faculty and will be assisting Mihaylo College in future curriculum continuous improvement efforts. Among the information extracted from the survey was the percent of faculty who use outside speakers in their class, assign term projects to their students, and use outside clients in their class projects.

**Created the first online undergraduate concentration:** The undergraduate business program (Bachelor of Business Administration – Professional Business Concentration) has been approved by Mihaylo College Senate. This is the first undergraduate online program that will be offered by the Mihaylo

College. The program is designed primarily for students/business professionals who plan to become effective managers dealing with processes and people.

**Increased staffing at both graduate and undergraduate advising:** Achieving AACSB accreditation is a journey and not an end. As a part of this journey Mihaylo College is strengthening its internal processes. Thus, Mihaylo College has hired a new full-time undergraduate senior advisor for the Undergraduate Advising Center. A similar action was taken at the MBA office by hiring a new associate director in charge of placement services. Mihaylo College is also in the process of hiring an associate director for graduate admissions and recruitment. These initiatives have been a timely response to the AACSB visitation team's recommendations. Mihaylo College also persistently tracks student satisfaction metrics. As the new associate directors are positioned the new metrics on the number of students placed and the quality of placement employment will be tracked.

**Increased office space for Graduate Programs office:** To increase the level of services offered to our graduate students in particular the MBA students, the Graduate Programs office will move to a much larger space than it currently occupies. In the new office facility, we would offer a more integrative level of service to our graduate students. In addition to academic advising we will offer career placement and counseling services to prospective MBA graduates. Attracting the best and brightest students to MBA Programs is a top priority.

**Continued with all programmatic assurance of learning:** Our assessment process is an integral part of our commitment to assurance of learning. Thus we continuously use this assessment process in monitoring all programs that are accredited by the AACSB.

***Bachelor of Arts – Business Administration*** - The learning objectives (LO) for BA BA were assessed on a two-year cycle. The methods used in fall 2009 included several rubric-based procedures to score case analysis, oral presentations and writing assignments. In spring 2010, multiple choice, standardized exams (ETS Major Field Test) and Excel and Access were also utilized.

***Bachelor of Arts – International Business*** - In addition to learning goals that are common with BA BA concentration – language oriented learning goals were assessed in the language core courses in the College of Humanities and Social Sciences.

***Master of Business Administration*** – New LO's were developed and approved by Mihaylo College Senate. The LO's are assessed on a two – year cycle. The assessment for the new MBA LO's will begin in fall 2010.

***Master of Science – Information Systems*** - The assessment of this program is under a three – year cycle. The methods utilized in fall 2009 were presentations, project reports and multiple choice questions.

***Closing the loop*** – The assessment process culminates by closing the loop for the programs undergoing assessment. As a result of BA IB assessment, new program requirements were established that have been approved by the University and will be implemented starting fall 2010. As a result of the assessment of MSIS, several pedagogical changes have been recommended and adopted. Our MBA

program formed a steering committee of faculty from each department. The purpose of the committee is to oversee the program and set policy for teaching quality, rigor, and teaching objectives. The committee has already made decisions to increase the rigor of our writing course and require students who are not ready for MBA level writing to take undergraduate courses first. The BA BA assessments of oral and written communication skills are leading to more refinements in pedagogy, rubrics, and training scorers.

*Balancing Theory and Practice- Preparing graduates to work effectively in today's business world requires a focus on developing opportunities for practical and applicable work experience. A summary of actions follows below.*

**Promoted leadership:** Mihaylo College has established the Center for Leadership in collaboration with the College of Communications. The Center will play an important role in promoting the Mihaylo College brand in Orange County as a school of choice associated with educating the future leaders of Orange County businesses. The Center will also be instrumental in providing classroom and experiential leadership opportunity to our students.

**Commenced implementation of Honors Program:** The Program took off successfully in fall 2009. The first cohort consisted of pre-business students at the freshmen level having a GPA of 3.50 and higher. The students have bonded extremely well, and this bond is largely due to participation in a well organized orientation session, in addition to taking business courses together. Another reason for the success of the bond among the first cohort is attributed to taking Introduction to University Study (UNIV 100) course together.

*Expanding Outreach and Visibility – Specific efforts are needed to secure funding to position Mihaylo College as a leader in business education. State funding is not adequate to support activities over and above the basic instructional needs of faculty and students. Efforts to fund research efforts, program development, student scholarships and facilities development are a necessity. Along with external funding sources, solid, meaningful relationships are needed with the business community to ensure that curriculum is up-to-date and students are given the networking opportunities necessary to succeed. Lastly, positioning Mihaylo College in the marketplace as Southern California's choice for college graduates, business solutions and professional development requires an integrated marketing program. A summary of actions related to outreach follows below.*

**Enhanced the branding of Mihaylo College ensuring a consistent message across multiple channels:** A comprehensive and coordinated marketing and communications plan for the MBA program and Mihaylo College was implemented. Mihaylo College used a “family” of advertisements with a consistent look and message across multiple mediums to enhance the brand and image of Mihaylo College (online, search, print and radio). Web traffic, increased graduate program applications and increased participation at college and alumni events indicate that the plan is having the intended effect.

**Development:** The total cash donations for FY 2009/2010 are estimated at \$2.8 million. We are focused on continuing to raise funds to add to our endowment to support faculty and our Centers of

Excellence. In addition, we have a fundraising focus to support scholarships for our Business Honors Program, the Student Tutoring Center, the MBA program and scholarships to support international exchange programs for both students and faculty.

**Outreach: Advisory Boards and Councils:** Our significant and unmatched alumni base is the driving force of business in our region. Mihaylo College has more than 50,000 alumni, with 80% residing in the Southern California Region. The diversity and make up of our student body directly reflects the communities we serve, as well as mirroring the growing internationalization of the Southern California region. Our extensive network of alumni and business partners, the intellectual capital and the regional/global nexus that Mihaylo College provides are critical to the future growth of our communities. Mihaylo College is making an investment in the future by increasing our outreach efforts and building our network of alumni, business and community partners.

Leading our efforts are Mihaylo College Boards including, the Dean's Advisory Board, the Executive Council and five active alumni chapters. The Dean's Advisory Board consists of 25 prominent business leaders who are chairpersons, chief executive officers and presidents of leading companies nationwide. The resources provided by membership contributions are used for scholarships and Mihaylo's marketing efforts and advertising pieces.

The Executive Council consists of 65 alumni and business community partners with positions in upper management at their firms. Raising more than \$127,000 annually, the Council during 2009 – 2010 funded our Business Honors Program scholarships; faculty and student achievement awards; outstanding faculty publication awards and professional development; and community outreach programs.

The active alumni chapters are increasing their participation with Mihaylo College hosting events and are committed to raising funds to support efforts in Mihaylo College's various departments.

**Outreach: Outreach Events:** Mihaylo College's outreach events included the 15th Annual Economic Forecast Conference, presented in partnership for as many years with the Orange County Business Council and attended by nearly 800 friends and alumni in business, education and public service — this event was reported on by eight printed and electronic media, including coverage by the Vietnamese, Hispanic and Chinese communities. Other annual outreach events included the 16th Dean's Summer Golf Classic, Mihaylo's premiere scholarship fundraiser, and the Midyear Economic Update, boasting one of the largest audiences in its 14-year history.

**Enhanced use of IT in Mihaylo College marketing and in classroom:** Continuing with our marketing campaign success, Mihaylo College established links with the Social Media Team and coordinated with the Small Business Institute to have a student consulting team recommend strategies using social media for connecting with alumni and students. The team's recommendations will guide Mihaylo College in its current and future operations of social media. Mihaylo College has successfully established links with Facebook and Twitter with about 900 new accounts thus far. One of our alumni groups has provided link to LinkedIn. The use of email blast to communicate our news and events with alumni and students has been successful. Attracting the best and brightest has always been one of our important goals.

Thus the planning effort for producing more promotional videos to potential students has been started. The Mihaylo College has also utilized software such as ISSU and ANIOTO to effectively communicate its messages and will use YouTube Channel to pick more branding traffic. The first blog commenced activity during 2009 – 2010.

## Section 2 – Priority Update

As part of our on-going focus to build outstanding programs, Mihaylo College has committed to six major goals for the 2010-11 academic year. Again, each goal is linked to one of our guiding themes of program quality (PQ), balancing theory and practice (BTP), and expanding outreach and visibility (Outreach). These themes connect with our vision to be the choice of Southern California’s businesses and governments for college graduates, business solutions, and professional development.

<b>COLLEGE-WIDE GOALS FOR 2010 - 2011</b>			
<b>Goals*</b>	<b>CSUF M&amp;G</b>	<b>College Action Plan</b>	<b>Outcome Measures</b>
1. Complete the development and implementation of branding of Mihaylo College ensuring a consistent message across multiple channels	VII	Outreach	Create consistent message for all constituents; increase presence in online media, actively pursue search engine optimization; promote the reputation of Mihaylo College and programs
2. Enhance use of information technology in classroom instruction and online courses	I.G	PQ, Outreach	Increase use of technology and software in the classroom, including audio recording of lectures, portable podcast content, use of smart board and tablets. Upgrade computers in classrooms
3. Enhance use of technology in assessment process	I.C	PQ	Utilize mobile computer banks and online assessment tools
4. Develop enhancement to MBA program	II	PQ	Develop new delivery options, improve recruitment and placement services
5. Restructure the Freshman New Student Orientation program, and improve time to graduation	IV, V	PQ	Complete and deliver new presentations and improve advising
6. Develop and coordinate with Academic Advising workshops for undeclared majors to promote MCBE programs	IV, V	PQ, Outreach	Complete workshops

\*PQ = Program Quality

BTP = Balancing Theory and Practice

Outreach = Expanding Outreach (Development) and Visibility

---

\* Top three goals are #1, 2 & 3