

# 2016-17 Department Student Success Plan Assessment Report

## Marketing & Operations

Please answer the following questions in two pages and submit to your Dean by October 2. Your Dean will offer you feedback by Oct. 16 and advance final version<sup>1</sup> to Academic Affairs by October 20. This report will inform your 2017-18 Student Success Plan update that will be due to your Dean by Nov. 3. Previous report and plans can be found at this website: <http://irt2.indstate.edu/cms7/sp16/index.cfm/department-plans/>.

**Person Primarily Responsible for Preparing this Report:** Paul Schikora, Interim Chair

### 1. Specific accomplishments/achievements this past year (briefly explain using bullet points, noting any changed/adapted):

- All of MO faculty are now **partnering with the Meis Center** with the goal of involving the students with professional growth experiences.
- Enhanced mentoring and advising in the Operations and Supply Chain Management (OSCM) program helped lead towards a **100% placement rate of OSCM graduates in the May 2017 graduating class**. Latest placement was 2 weeks after graduation.
- The OSCM program has expanded its connections with Conexus Indiana. **There is a strong demand for graduates in the Logistics field within Indiana**. We have some expertise to offer a program in Logistics in the department, but not sufficient faculty resources.
- We are working on a proposal for a **minor in Business Analytics**, another area where there is **strong demand for graduates**. Again, we have some expertise in the area and could offer a major on this area, but do not have sufficient faculty resources.
- **We successfully hired** a replacement tenure track faculty member in the Analytics area following a retirement in May 2016. This follows a failed search in 2015-16.
- **Marketing students' engagement through AMA student chapter** has increased participation in community partnerships
- Improved Marketing students' career opportunities by completing Marketing Research certification
- Marketing students are competing at national-level **marketing competitions in both Sales and Digital Marketing**, providing students with applicable learning opportunities.
- Salesforce Management course is now being offered online in the summer, **alleviating a prerequisite hurdle** for students in the Sales concentration in Marketing.
- **A new foundational studies course was delivered for the first time** in 2016, MKTG 150: Green Marketing and Supply Chains. This is designed to increase SCH production in the department and attract students to the two majors in the department.
- **Retention:** (All data in section 3). All but one retention metric was up from the prior year in the department. Caution is warranted on placing too much emphasis on year-to-year changes in metrics, and the longer term trend is more important. Nevertheless, increases in these metrics continues a positive trend in the department.
- **4-Year Graduation Rates:** Graduation rates in the department were **up significantly** for both original department (30.8% to 42.4%) and latest department (37.5% to 50.0%). We believe we are starting to see here the effects of student success efforts initiated several years ago.
- **Department Recruitment:** The data also shows how the **department achieves net gains in students** through our efforts. The size of each cohort finishing in our department is always significantly larger than the number starting in the department for each cohort.
- **Credit Hour Production:** Given year-over-year data provided to the department, average credit hours enrolled and average credits earned per student in the department are all among the top 50% in the university for both 2015-16 and 2016-17. This data will fluctuate from semester to semester and year to year. Longer term trends would be helpful to draw stronger conclusions about department performance.
- **D/F/Drop Rates** are down across the OSCM program (data in section 3).

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<sup>1</sup> Dean will request a refinement to the report if it is not suitably addressing the questions. Report will be shared with Trustees.

**2. Objective/Actions Not Achieved** (*briefly explain using bullet points*):

- We did try to develop an early warning system in Blackboard for students that don't attend or access it. ISU's version of Blackboard could not be programmed to do that. However, fall 2017 we are testing an attendance module that will allow you to take attendance in multiple ways. When a student is absent, Blackboard will automatically send a student an email regarding the consequences of his absence. Each faculty member can personalize the message they want to send to their students. Will report the results of the pilot at the end of the semester.
- A **full-time chairperson in the department has not been identified**, although the department is being chaired on an interim basis within the department, freeing Steve Lamb from having to chair two departments. The prior full-time chair and this year's interim chairs are all from the OSCM program. The OSCM faculty have the ability and willingness to serve, but also are dedicated to working with students to maximize their success. Additional faculty resources would allow them to expand into Logistics and Business Analytics (see section 1), but also might provide the breathing room to allow an OSCM faculty member to lead the department full time.
- The Center for Supply Management Research continues to be run off-load by faculty within the OSCM program, without official university recognition and support as an official center. University support of the center, including funding for a director would allow the center to more fully realize its potential.

**3. Attention areas going forward as informed by 2016-17 retention, completion, course completion ratio, credit hour productivity, and D/F/drop rate data provided as well as other Blue Report or departmental data** (*briefly explain using bullet points*).

- **First-Year Retention:** Retention by original department was down year-over-year from 74.5% to 61.9%. In raw numbers this equates to a difference of about 4 students. Conversely, retention by latest department was up from 73% to 77.8%, equivalent of about a 1-student difference. We will continue to monitor data and attempt to access and analyze longer term-data on these metrics. It should be noted that the department has minimal interaction with students in their first year.

	Fall 2015 Starting Cohort 2015-16 Ret. Rate		Fall 2016 Starting Cohort 2016-17 Ret. Rate	
	<u>Cohort Total</u>	<u>Cohort Retention %</u>	<u>Cohort Total</u>	<u>Cohort Retention %</u>
1 Yr Original	47	74.47%	42	61.90%
1 Yr Latest	63	73.02%	72	77.78%

- **4-Year Graduation Rates:** No issues identified. Data presented below.

	Fall 2012 Starting Cohort 2015-16 Grads		Fall 2013 Starting Cohort 2016-17 Grads	
	<u>Cohort Total</u>	<u>Cohort Graduation %</u>	<u>Cohort Total</u>	<u>Cohort Graduation %</u>
4 Yr Original	39	30.77%	33	42.42%
4 Yr Latest	64	37.50%	66	50.00%

- **D/F/Drop Rate:** Rates have increased year-to-year across the Marketing program. We are unsure of the reason for this, and whether this indicates a trend or a random variation in the annual data.

	MARKETING				OPERATIONS & SUPPLY CHAIN MGT			
	<u>Attempted Class Count</u>	<u>DFDr Grades</u>	<u>DFDr Rate</u>	<u>Dr Rate</u>	<u>Attempted Class Count</u>	<u>DFDr Grades</u>	<u>DFDr Rate</u>	<u>Dr Rate</u>
Fall 15	432	41	9.49%	2.78%	128	14	10.94%	7.03%
Fall 16	486	52	10.70%	3.70%	125	13	10.40%	5.60%
Spring 16	424	51	12.03%	3.30%	170	16	9.41%	2.94%
Spring 17	557	70	12.57%	4.85%	83	7	8.43%	2.41%

- **Faculty Staffing**

- **The Marketing program** has a tenure track faculty member on phased retirement. He has taught the two highest enrollment undergraduate courses in Marketing, plus the Marketing core course in the MBA program. With increased SCH production in the program, and a continuation of offering the major online, replacing this faculty member is a high priority concern for the department just to maintain the status quo in the program. Continued growth in the major will eventually require an additional line beyond this one.
- **The Operations & Supply Chain Management (OSCM) program** has grown the number of majors five-fold since the curriculum revision in 2012, but staffing has remained flat at 5 full-time faculty members. These faculty deliver three business core classes at the undergraduate level and two core classes in each of the three MBA programs (on campus, professional MBA, and Ed Leadership MBA) in addition to all of the major-specific courses. Despite the high demand on the program, OSCM faculty have chaired two of the three college departments since 2011, severely straining capacity in the program. There is also very high demand for graduates in Logistics and Business Analytics in the State of Indiana (and the world), and both areas would be housed in the OSCM area if they were to become majors – something we would very much like to achieve. We need two additional faculty members to achieve the high goals we have set for the program. One in Logistics/Supply Chain, and one in Business Analytics. While resources are tight at the university level, this would be a high-return investment on the part of the university.