

Project Name:	New Faculty Lines in the School of Business
MIU Round:	Round 1
Sponsor(s):	School of Business
Coordinator(s):	Joann Peck, Associate Dean
Partner(s):	Department of Economics, FIGs Program
Report Date:	Year 1, August 2010; Year 2, July 2011; Year 3, July 2012; Year 4, July 2013

Project Specific Goal and Measures

Project Impact Measure(s)	<ul style="list-style-type: none"> • Alleviate course bottlenecks in Finance and Marketing (Marketing 300, Finance 300, Finance 320 and Finance 330) by accommodating all students who want to enroll in the courses. • Increase the presence of tenure track faculty in Finance and Marketing (Marketing 300, Finance 320, and Finance 330). • Expand curricular offerings for non-Business majors by regularizing and meeting demand for General Business 310 and 311 and by working with Economics to create a Finance option in the Economics major.
Project Impact Data Source(s)	Data about waitlists and progress on approval of the finance option in Economics will be provided by the School of Business. Academic Planning and Institutional Research has standard queries showing course offerings, enrollments and instructor rank.
Baseline Measure(s)	<ul style="list-style-type: none"> • Course enrollments and counts of waitlisted students in 2008-09 will be used for evaluation of the progress towards reducing course bottlenecks. • Evaluation will compare the instructor rank in 2008-09 (pre-MIU) to the rank of course instructors in 2010-11 and beyond. • The goal of expanding curricular offerings for non-Business majors does not have baseline data as these courses were not routinely offered pre-MIU.

General MIU Goals and Measures (applicable to project)

A	Increased access in bottleneck areas	Covered by project goals (increased access in Marketing and Finance)
B	Increased capacity for high-demand experiences	Covered by project goals (Finance option, General Business 310-311).
C	Increased capacity for high-impact practices	The School of Business plans to implement a Business FIG, an honors program for Business majors, and service learning courses.

New Faculty Lines in the School of Business, Page 2

D	Increased student learning and teaching excellence	The School of Business monitors student learning goals by sampling scores from student deliverables (assignments) that measure one or more of its core objectives including core business knowledge, critical thinking, and communications.
E	More tenured, tenure-track faculty teaching undergraduate courses	Covered by project goals (new hires will teach undergraduate courses).
F	Decreased achievement gaps	<p>The School of Business is trying to increase the proportion of majors who are targeted minorities to the overall campus proportion.</p> <p>The School of Business is working to reduce the gap in adverse outcome rates in Business courses between targeted minority students and non-targeted students.</p>
G	Attention to diversity in new hires	The PVLs for new faculty hires contained standard language encouraging a diverse applicant pool. In addition to the Chronicle of Higher Education and targeted journals related to specific business sub-areas, the PVL was sent to the Madison Urban League and Centro Hispano of Dane County. The School of Business has communicated to search committees that diversity is a top priority.

Progress Reports

Year 1, 2009-10	Most of year 1 has focused on hiring. As of this report, one faculty member has been hired (Marketing), another has an offer (Finance) and the joint hire with Economics is in progress. Several initiatives for non-business majors have been implemented. General Business 310 will be offered regularly (starting with Fall 2010). The Certificate in Business and Entrepreneurship Certificate (both for non business majors) have been recently implemented. The first-ever Business FIG will be offered in Fall 2010.
Year 2, 2010-11	Developed two new Business Overview courses for non-majors (General Business 310 and 311). Based on increased enrollments between fall and spring 2011, students are aware of the new options. An outside donor is funding 2 TA-ships for these courses in Year 3 and beyond allowing the School of Business to triple the potential enrollment as well as explore more innovative teaching practices through specialized group projects. Waitlists in the introductory finance courses were eliminated with the addition of new faculty instructors. Strengthened ties with L&S by jointly (with Economics) hiring a senior level faculty member, approved the new General Business courses for non-majors as eligible for L&S breadth credit, coordinated with and planned a new finance option within the Economics major.

New Faculty Lines in the School of Business, Page 3

Year 3, 2011-12

- Offered faculty-instructed Marketing 300 to 501 undergraduates, including 41% who were not Business students.
- Offered faculty-instructed Finance 300 to 324 undergraduates, including 33% who were not Business students.
- Increased curricular offerings for non-Business majors by offering faculty-instructed General Business 310 and 311. Enrollments in both courses increased and were utilized by students in all schools/colleges.
- Offered supplementary instruction through the Business Learning Center in 12 introductory subjects critical to success in Business courses. These services were used by 1,600 participants, many of whom were identified as at-risk based on test scores and GPA.
- Continued to work on modifications to the requirements for the Certificate in Business in order to increase access for Economics and Engineering students. These changes are expected to be finalized and implemented during the 2012-13 academic year.

Year 4, 2012-13

- Offered faculty-instructed Marketing 300 to 512 undergraduates, more than half of whom were not students in the School of Business.
 - Offered faculty-instructed Finance 300 to 369 undergraduates, 41% of whom were not in the School of Business.
 - Continued increased curricular offerings for non-Business majors through General Business 310 and 311. Students are very satisfied with these courses based on feedback on course evaluations. Due to high demand, these courses will be offered during the 2014-15 summer session.
 - Continued offering supplemental instruction through the Business Learning Center in introductory business courses. These services were used by more than 2,050 students and targeted to at-risk students.
 - Assessment: No assessment of student learning outcomes was reported.
-