

Standard #6 - Organizational Performance Results, Table 6.1

Complete the following table. Provide three or four examples, reporting what you consider to be the most important data. It is not necessary to provide results for every process.

Table 6.1 Standard 6 - Organizational Performance Results

Organizational Effectiveness Results	Analysis of Results					
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement Made	Insert Graphs or Tables of Resulting Trends	
Measurable goal	(Indicate length of cycle)	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	(3-5 data points preferred)	

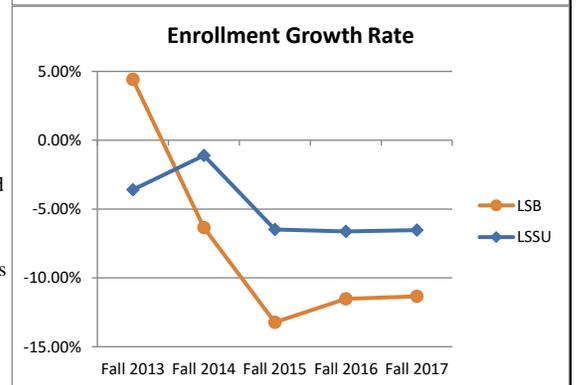
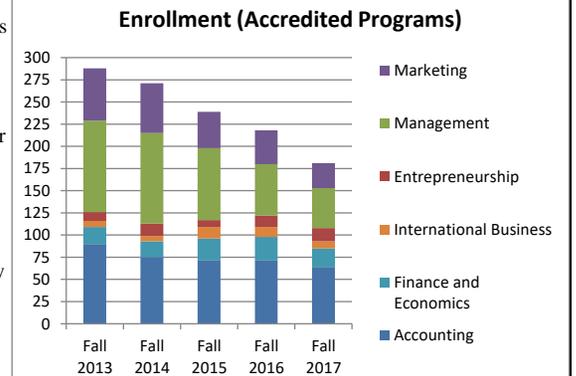
The LSB will achieve an annual growth rate of 3% for each of its programs. The LSB's current goal is to have at least 300 business students by fall 2020.

Student enrollment is measured each fall semester. Students pursuing multiple degrees are tracked in their primary program and only counted once. The enrollment growth rate is calculated using the change in the number of students in each program from one fall semester to the next.

Total LSB enrollment increased from fall 2012 to fall 2013 then has decreased each fall for the last 4 years. LSB's smaller programs (in terms of enrollment), Finance & Economics, Entrepreneurship and International Business, showed fluctuations in enrollment over the last 5 years. LSB's larger programs, accounting, management and marketing, experienced declining enrollment each year over the last 5 years. The LSB experienced a lower growth rate than LSSU as a whole each year for the last 4 years.

The LSB attributes its declining enrollment to a few key factors. One is that the number of nontraditional students enrolled in LSB programs has declined due to a strengthened economy. Another is that the size of high school graduating classes in Northern Michigan is decreasing. One more factor is that total LSSU enrollment has declined. Due to the efforts listed in the next column, preliminary numbers for fall 2018 indicate total enrollment for the LSB will remain roughly the same as fall 2017. Total LSSU enrollment is projected to be slightly above fall 2017.

The LSB has made increasing enrollment in all of its programs a top priority. The LSB has taken many initiatives recently to attract students. The LSB has hosted events annually such as Occupational Education Day and the Superior Case Competition that have brought several hundred high school students to campus. The LSB has concentrated on publicizing the accomplishments of its students, staff, faculty and alumni through the local newspaper, LSSU publications and social media. The LSB has contacted students who have been admitted to LSSU and expressed an interest in business. The correspondence sent contains contact information of faculty members and encourages the students to register for freshman orientation. R.W. Considine Hall is now the home of the LSB after completion of a \$13.5 million construction project. Students have benefitted from taking classes in the state-of-the-art building since January 2017. LSSU has also made increasing enrollment its top priority and has pursued many related initiatives. For an example, the University executed a four-year \$1.7M contract with an enrollment services company in Sept 2017.



The LSB will increase the freshmen retention rate of each of its programs annually with the ultimate goal of achieving an 80% school retention rate.

The freshman retention rate is the percentage of first-time students who return for their sophomore year. The retention rate is measured from each fall semester to the next fall semester.

While the LSB has experienced increased retention rates in some recent years, the School typically retains approximately 65% of its freshman students.

Measuring overall retention rates for the School provides more useful data due to the small cohort of freshman students in many LSB programs. For example, the International Business program experienced a 0% retention rate in 2017 because neither of the two freshman students who entered the program in fall 2016 returned for the fall 2017 semester.

The LSB believes student retention is vital to the success of its programs, especially during times of declining enrollment. LSB faculty and staff now contact students each semester who haven't yet registered for the next semester's classes. Besides encouraging many students to register, this practice provides valuable information on why students choose to leave LSSU. Most students indicate they are leaving for personal reasons like family or finances. Areas the LSB can influence include advising, academic support, course scheduling and faculty recruitment and retention.

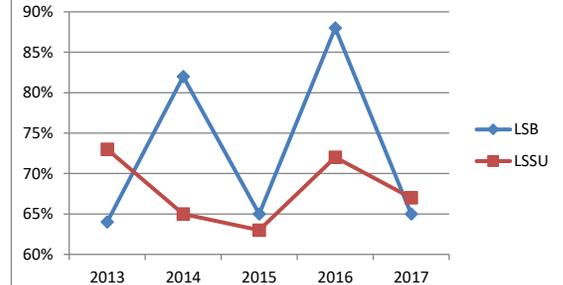
According to the senior survey administered each semester, LSB students believe the business faculty and the personal education delivered are the School's greatest strengths. Examples of how LSB faculty and staff have recently capitalized on these strengths to retain students are provided below.

LSB faculty and staff have adopted a "Students First" motto. They have an open-door policy when it comes to academic and advising assistance, and they aim to respond to every student inquiry in a timely manner.

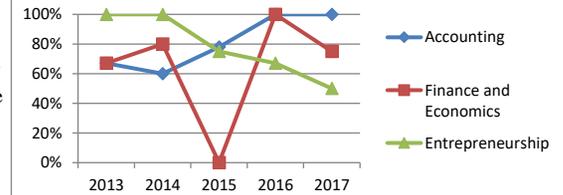
LSB faculty have focused on engaging students outside of the classroom. For example, a management professor began taking students to an international business plan competition and an accounting professor began participating in study groups to prepare students for the CMA Exam. Also, faculty and staff have involved students in the planning and execution of recruiting events and activities with the LSB Professional Advisory Board.

With the primary goal of improving student retention, LSSU instituted a requirement that all degree programs include a first-year experience course. The LSB added BUSN101 (Freshman Seminar) to its curriculum and will begin offering the course in fall 2018.

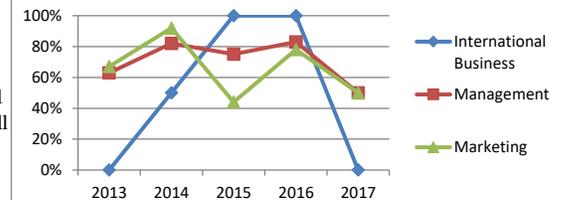
Retention Rates



Retention Rates (Accredited Programs)



Retention Rates (Accredited Programs)



The LSB will increase the graduation rate of each of its programs annually with the ultimate goal of achieving a 60% school graduation rate.

The LSB graduation rate is the percentage of students who begin in a business bachelor program and earn a business bachelor degree within 6 years.

A program graduation rate is the percentage of students who begin in a business bachelor program and earn a bachelor degree in that particular area within 6 years.

The graduation rates reported here for a particular year are based on a cohort of students who entered LSSU as FTIC freshman during the fall semester of that year.

The graduation rates reported here are based only on the LSB's accredited programs.

The LSB is committed to increasing the School's graduation rate each year toward its ultimate goal of 60%.

After experiencing a downward trend for two years, the overall LSB graduation rate has increased over each of the last two years measured.

The most recent results show that 16 of the 34 students (48%) who entered an accredited LSB program in fall 2011 graduated with a business bachelor degree by the end of the 2016/2017 academic year.

Graduation rates for only the three largest LSB programs are reported here due to the small number of students included in each cohort for the smallest three programs. For example, the cohorts for Finance & Economics were comprised of one student in 2007, two students in 2008, one student in 2009, and zero students in 2010 and 2011.

The LSB has made progress in this area, but needs to continue focusing on improving graduation rates in each program in order to meet its goal.

The LSB learned many students begin in one business degree program then transfer to another LSB program before graduation. This negatively impacts the graduate rate of individual programs. LSB attributes this to the LSSU requirement that students must declare a major upon admission to the University. Another reason is that the common professional component of each LSB bachelor degree is the same, so students don't fall behind if they change business majors during their first two years.

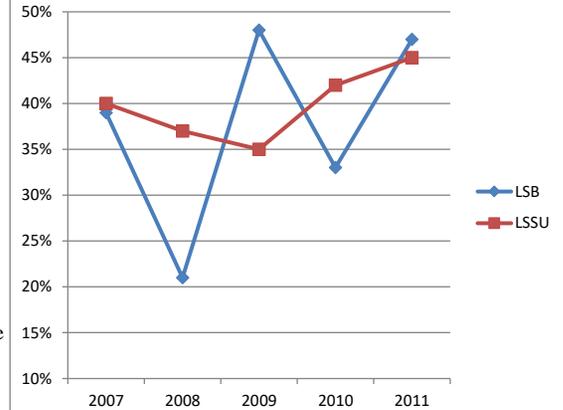
In recent years, LSSU and the LSB have concentrated on increasing graduation rates through improved academic advising practices. New initiatives pursued during the reporting period are described below.

The Registrar's Office and academic departments have improved communication related to graduation. Toward the end of each semester, the Registrar's Office sends a document listing the name of each student who has applied to graduate. The LSB Chair and Academic Assistant review the list in detail to ensure no business students are missing. After each semester's graduation, the Registrar's Office sends a document listing each student who applied but did not graduate. The LSB Chair determines which requirements the students are missing and contacts them to discuss a completion plan.

The Registrar's Office now sends an email message to students after they apply to graduate that lists the requirements they are missing. The prior practice was to send a letter in the mail which many students claimed they never received.

LSSU began using Ellucian Degree Works as its academic advising and degree audit program. This tool has many capabilities that the previous program didn't. Students have already expressed that the new program makes it much easier for them to track their progress toward degree completion.

Graduation Rates



Graduation Rates (Accredited Programs)

