THE UNIVERSITY OF WEST FLORIDA

DIVISION OF ACADEMIC AFFAIRS

COLLEGE OF BUSINESS

ACADEMIC PROGRAM REVIEW

REPORTS FOR

Department of Accounting
52.0301 – Bachelor’s – BSBA
52.0301 – Master’s – M.Acc.
and Finance
52.0801 – Bachelor’s – BSBA

Department of Management
52.0201 – Bachelor’s – BSBA
and Management Information Systems
52.1201 – Bachelor’s – BSBA

Department of Marketing
52.0601 – Bachelor’s – BSBA
and Economics
52.0601 – Bachelor’s – BSBA

Master of Business Administration
52.0201 – Master’s – MBA

SPRING TERM 2003
Table of Contents

Section 1: Overview

Section 2: Program Reviews: Department of Accounting and Finance

Section 3: Program Reviews: Department of Management and Management Information Systems

Section 4: Program Reviews: Department of Marketing and Economics

Section 5: Program Review: Master’s of Business Administration

Section 6: Accreditation Reviews
- March 16, 1994 AACSBS Acclmeration Award Letter
- September 17, 1997 Reaffirmation Report, Volume 1
- April 21, 1998 AACSBS Reaffirmation Award Letter
- February 11, 2003 SACS Substantive Change Approval Letter (SACS Substantive Change Report included in Section 5)
- March 6, 2003 Response Memorandum to SACS Substantive Change Approval Letter
- March 17, 2003 AACSBS MBA Interim Report Acceptance (2003 MBA Interim Report included in Section 5)

Section 7: Program Review Team and Review Schedule

Section 8: Program Review Team’s Examination and Report

Section 9: Dean’s Review for Improvement

Section 10: Attachments and References
- UWF Strategic Plan
- College of Business Strategic Plan
- Review Team Membership Vitae and Visit Schedules
- Departmental Policy Memorandum: Allocation of Faculty Professional Development Funds (Department of Marketing & Economics)
College of Business
Program Review Team Report
Site Visit May 5-6, 2003

Review Team

- Dr. Martin Gonzalez, Provost-Milton Campus Pensacola Junior College.
- Dr. Gary Howard, Director, Center for University Teaching and Learning, UWF.

The College of Business (COB) at the University of West Florida was created as a professional school in 1979 by combining all business related departments into one unified unit. The College was then granted initial accreditation by the American Assembly of Collegiate Schools of Business (currently named the Association to Advance Collegiate Schools of Business) in 1994. Today the College is made up of three academic departments: Accounting and Finance, Marketing and Economics, and Management and Management Information Systems, plus a Masters in Business Administration program. The College also offers the Masters in Accounting (M.Acc) degree through the Department of Accounting and Finance. The College offers one undergraduate degree, the Bachelor of Science in Business Administration (BSBA), with majors available in Accounting, Finance, Economics, Marketing, Management, or Management Information Systems. Students also have available to them a wide variety of tracks or program specializations from which to choose. Both the undergraduate and the graduate programs in the College of Business continue to grow at a fast pace. The undergraduate enrollment has increased 15% and graduate enrollments 25% in the past two years. The funding for the College has remained stable for the past few years.

The program review of the College of Business included careful review of the written documentation contained in the Program Review Document prepared by the College as well as interviews conducted over a two day period with UWF administrators, faculty, staff, students and alumni of the College. The following report reflects the current posture of the College of Business of the University of West Florida. The Team hopes that its assessment along with commendations, recommendations and suggestions will lead to further strengthening of the College for the benefit of the students and their employers.
The Program Review Team found the College of Business at UWF to be well organized, and managed; it offers state of the art and high quality programs. The College seems to be staffed with qualified, competent, motivated and effective faculty. Processes appear to be in place at the College to assure continuous improvement takes place and that desired outcomes occur. Based on the feedback the Team received during interviews from current students as well as alumni of the College, the overall quality of the various degree programs is excellent. By providing high quality graduates the College of Business is no doubt a tremendous asset to Northwest Florida and a key contributor to the economic development needs of the area. The value added to each person’s potential annual income by obtaining a degree from the COB at UWF is a major contributor to the graduate’s long-range quality of life.

COMMENDATIONS:

1. AACSB ACCREDITATION:

The College of Business is to be commended for maintaining its separate accreditation by AACSB. This accreditation agency helps to ensure that colleges of business are of high quality, that specific processes are in place to assure that the college’s quality continues to improve and that an assessment feedback loop exists. The accreditation agency also helps to assure that the college maintains a proper balance between teaching, research and service. It is obvious to the Program Review Team that the UWF College of Business is meeting or exceeding all standards prescribed by this business accreditation agency. This is also a major reason many of the students we interviewed chose UWF for their undergraduate or graduate degrees. This accreditation is also a critical element in being able to recruit and maintain a quality faculty.

2. FACULTY/STAFFING:

Both the Southern Association of Colleges and Schools (SACS) and AACSB consider it fundamentally important that the College of Business employ faculty who are competent, qualified and effective to achieve the mission of the institution. The College of Business has done an excellent job recruiting and maintaining an outstanding full-time faculty. A very high percentage of the full-time business faculty hold in-field terminal degrees. The current faculty also have excellent records of research and publications. The faculty consider their primary duty to be teaching, while they also understand the value to the classroom of applied research and community service. The students who were interviewed were very pleased with the quality of the instruction they have received in the COB. Many of the students also noted with pleasure that the classes were small enough that the faculty members knew them by names not just by numbers.
3. UNIQUE/INNOVATIVE MBA PROGRAM:

The administration and faculty responsible for the design and delivery of the MBA degree program were very observant when they realized that a generic MBA degree often did not meet the career preparation needs of all of its graduates. Many students entering the program did not have any industry specific experience prior to starting their master’s degree program. The development of the Portfolio MBA option will provide these students with an opportunity to explore a specific industry of interest. This will also provide the graduate with detailed information on a specific industry, market or service and may very well jump-start their career within that industry. The administration and faculty are also to be commended on the development of the “finish in five” and the “accelerated MBA foundation courses”. Both are novel approaches to program delivery that meets the unique needs of many of its students who are time-bound by their assignments with the U.S. Military and corporations in the College’s service area. The Director of the MBA program and the graduate faculty have strived to develop a successful method of delivering the MBA degree program without sacrificing content or the course work being “watered-down”. The MBA students and graduates were highly complimentary of many graduate classes but specifically their quantitative methods in business, management of information systems and technology and the strategic management and policy class.

4. PLANNING AND EVALUATION OF DEGREE PROGRAMS:

The College of Business’s Mission and Vision Statements clearly define its purpose and they are appropriate to both quality undergraduate and graduate programs in business. The College is very open and honest and uses multiple assessment tools to gather assessment information including student surveys, course surveys, alumni surveys as well as surveys of the employers of the graduates of the College. Therefore, the Team found evidence of the use of a systematic process for the planning and assessment of its degree programs. This will no doubt help to ensure the continued quality of the programs.

5. DEVELOPMENT OF GLOBAL COMPETENCIES OF FACULTY:

The administration of the College of Business has realized that the economies around the world are increasingly globalized and interconnected and students need to be taught these facts. The College has done an outstanding job of increasingly internationalizing the business faculty, programs and course offerings. Many of the COB faculty have served as exchange professors or visited foreign countries. The value of this faculty travel and teaching experiences in foreign universities is noted and valued by the students who were interviewed.
6. QUALITY OF INSTRUCTION:

The preponderance of evidence from both current students and alumni gathered by the Program Review Team suggests that UWF business students are actively engaged in the learning process and are becoming more so, especially with the introduction of computer technology. Most faculty are not dependent on lectures as the dominant learning mode. The teaching is more directed towards an applied approach with considerable participation on the part of the students. Students are required to work in teams, make oral presentations as well as produce written reports and research papers which are graded for content and grammar. The College of Business has partnered with Career Services to expand the opportunities for COB students to be involved with internships and co-ops.

RECOMMENDATIONS:

Preface: The Program Review Team recognizes that the UWF College of Business is performing an excellent job with its mission of providing undergraduate and graduate education and training for business professionals. On the other hand, the team recognizes that the COB is facing several challenges over the next few years and therefore we would like to call these issues to their attention in the form of recommendations which are listed below:

1. FACULTY RESOURCES: UNDERGRADUATE AND GRADUATE:

UNDERGRADUATE:

According to the documentation in the Program Review as well as interviews with faculty and chairs almost all of the undergraduate degree programs are experiencing insufficient faculty resources. This shortage is leading to larger classes, fewer sections and the deletion of some of the specialized tracks that are available to the students. It is also forcing the College to depend on a shrinking pool of adjunct faculty who do not hold a terminal degree. It was also pointed out that a large percentage of the current faculty will be eligible and will likely retire within the next five years. It is critical that the University develop a five-year plan to obtain the necessary funding needed to both add needed faculty and to replace retiring faculty within the COB. This plan will have to take into consideration the fact that newly minted PhD’s and D.B.A.’s are often being paid more than the retiring faculty members they are replacing. The shortage of faculty will lead to either larger classes or fewer sections of classes or the elimination of courses from which students can choose. This shortage will also no doubt delay the plan to add a B.A. degree in Economics. The twenty three years of continuous improvement that has made the UWF College of Business a top quality regional business college can not be ignored and allowed to decline. Efforts should be made to find the funding necessary to employ additional faculty and to replace faculty who retire.
GRADUATE:

The College of Business has a very innovative and successful MBA and Master's degree in Accountancy programs. These programs are vital to the University, the College of Business and the community they serve, but they are very demanding on the faculty resources of the College. The College has several efforts underway to expand graduate programs. Several of these expansions are overseas. It is doubtful or at least unclear to the Program Review Team that the College is sufficiently staffed to support this expansion at this time without leading to additional staffing shortages at the undergraduate level. Both the MBA and M.Acc degree programs are critical to businesses in our geographic area and deserve the financial support required to maintain their quality.

2. ALUMNI:

The alumni interviewed by the Team were very complementary of both their undergraduate and graduate instruction received at UWF. This being the norm, the relationship between the College and its alumni should be one that encourages former students to continue to participate in the development of the College. The feedback from the alumni is vital for the evaluation of the College and its various programs. The financial support of the alumni can also provide much needed resources as institutions become more State assisted than State funded. The College is encouraged to maintain up-to-date records on the location of former students and to employ periodic surveys. This can be a joint venture with alumni affairs but the College of Business needs to find a way to accomplish this objective. The College has done a good job raising money from alumni and others in its three million dollar capital campaign and this type of effort will become more critical as State funds continue to be reduced.

3. PROMOTIONAL MATERIALS:

Academic departments did not have professionally prepared advertising and promotional materials for their programs in many cases. Therefore, in order to make the potential students aware of the various educational programs available from the UWF College of Business a variety of quality promotional materials must be provided. As competition for undergraduate and graduate students intensifies, advertising and promotion will become more critical to maintaining a steady supply of qualified students. The Web is being used by all departments and promotion on the Web is important but should not be the only promotion technique used by the College.
4. NEED FOR CONTINUOUS QUALITY ASSESSMENT:

The College of Business needs to develop an attitude of “how can we do it better tomorrow than we are doing it today”. This will require continuous, tough and independent external assessment as well as honest self-assessment. This is an ongoing process and it will also meet requirements of both AACSB and SACS. The Committee sees the missing link in this process as solid feedback from both graduates and employers of those graduates. This assessment is a critical component needed for both SACS as well as AACSB in the future.

The Team found that all departments, as well as the Dean’s office, were working on ways to measure the outcomes and feed that information back into the system to improve the programs and therefore close the loop. The outcome measures need to be put into place and the feedback loop closed.

5. ACADEMIC ADVISING:

The team found that the College of Business attempts to provide a systematic and effective advising program. In most cases the Team found that undergraduate and graduate students were pleased with the advising they had received at UWF. We did have several students who were interviewed comment that the academic advising provided to the finance students was of little value and unorganized. The graduate students in accounting were highly complimentary of their advising which is provided by the Department Head and a faculty member. The MBA students were also pleased with their advising. The COB needs to ensure that all students receive appropriate academic advising in their undergraduate and graduate programs.

6. TECHNOLOGY: (hardware and software).

Many of the faculty members indicated that their office computers were four or more years old. In order to run the latest software related to their classes the recommendation would be for a plan to be developed to replace the faculty computers on a three-year cycle.
SUGGESTIONS:

1. ADVISORY COMMITTEES:

Many of the departments within the College of Business do not have an advisory committee composed of professionals from business and industry. Advisory committees could provide a rich source of possible employment opportunities for graduates, outside speakers for classes, possible adjunct faculty and financial support for needed resources.

2. FACULTY/STAFFING:

Due to the national shortage of business faculty with terminal degrees the College of Business/University may want to develop a plan to grow its own faculty with doctorates. This could involve a financial support package while the faculty member completes the terminal degree. In turn, the faculty would be required to teach at UWF for a specific number of years. This would also give the College an opportunity to increase the diversity of the faculty which is currently composed mostly of white males.

3. FORT WALTON BEACH CAMPUS:

Due to many concerns expressed by students and faculty the COB should reevaluate its mission at the Fort Walton Beach Campus. The COB needs to determine if it has the faculty resources to offer multiple undergraduate degrees as well as the MBA on that campus.

4. INTERNET BASED COURSES:

Based on student input to the Program Review Team, it is recommended that the COB explore the possibility of offering some of the upper division core business classes as Internet based classes. This could help solve the problem of certain required courses not being available on the Fort Walton Beach Campus or courses not being available either at night or day or core classes being offered at the same time.

5. COMMUNITY COLLEGE STUDENT PREPARATION:

Based on interviews with community college transfer students at UWF and due to the fact that a very high percentage of the students in the COB in the upper-level undergraduate programs are transfers from community colleges in Northwest Florida and South Alabama, the COB should work with the business faculty at the feeder community colleges to strengthen the lower-division business core courses. Both the community colleges and the COB need to deal with this perceived problem directly and honestly. Smooth transition and student success at the baccalaureate level are major goals of both the community colleges and UWF.
Introduction:

The Review Team completed their report of the College of Business programs on June 3, 2003. The team consisted of Dr. Martin Gonzalez, Provost of the Milton Campus of Pensacola Junior College and Dr. Gary Howard, Director of the Center for University Teaching and Learning at the University of West Florida. The third member of the team, Ms. Peggy Toifel, was unable to participate due to a family emergency. The review process consisted of the following:

- Review of written documentation on the programs prepared by the College of Business.
- Site visit on May 5 and 6 to the College of Business, the Accounting/Finance Department, Management/Management Information Systems Department, Marketing/Economics Department and the MBA Program.
- Interviews with the College of Business and department administration, faculty and staff.
- Luncheon meetings with students and alumni of the College of Business.
- Exit interviews with the Dean, Associate Dean, Departmental Chairs and UWF administration.
- A written copy of the Review Team’s report, received on June 3, 2003 was distributed to administrators, chairs and faculty of the College of Business and administration of UWF and was reviewed and discussed in a College of Business Chairs meeting. A retreat is scheduled later this month to develop action plans to address issues raised in the report.

Commendations:

The report of the Program Review Team and the exit interviews with the administration set forth several commendations, recommendations and suggestions for the College of Business. The team commended the College of Business for maintaining separate accreditation by AACSB and noted that the College of Business is meeting or exceeding all standards essential to maintaining the high quality of its programs and continuous improvement and assessment. The Program Review team commended the College of Business for its excellent job of recruiting and maintaining an outstanding full time faculty with a high percentage of faculty holding terminal degrees in field with excellent records of research and publication. The COB was also commended for the development of the portfolio MBA option with provides students with the opportunity to explore a specific industry of interest in their graduate education program. Administration and faculty were also commended for the development of the “Finish in Five” program as well as the accelerated MBA foundation courses which are innovative approaches to program delivery and meet the unique needs of many of its place bound students with the U.S. military and corporations in the service area. The Program Review committee noted that the College of Business mission and vision statements clearly defined the purpose of the College and its appropriateness to both quality
undergraduate and graduate programs in the business. The team noted that the College uses multiple program assessment tools including student surveys, course surveys, alumni and employer surveys. It was further noted that the College of Business has done an outstanding job of increasing the internationalization of the business faculty, programs and course offerings.

The committee concluded its commendations to the College of Business by stating that “the preponderance of evidence from both current students and alumni gathered by the program review team suggested that the UWF business programs are actively engaged in the learning process.” The team noted that the students are required to work in teams, make oral presentations as well as produce written reports and research papers which are graded for content and grammar. The Program Review team concluded that the UWF “College of Business is performing an excellent job with its mission of providing undergraduate and graduate education and training for business professionals.”

Recommendations for Improvement:

The Program Review Committee made recommendations for improvement in seven important areas. These recommendations are discussed below.

I. Faculty Resources: Graduate and Undergraduate.

The Review Team noted that the College, the Program Review documentation and interviews with faculty and Chairs indicated that the undergraduate and graduate programs are experiencing insufficient faculty resources which is resulting in larger class sizes, fewer sections (particularly at the Fort Walton Beach campus) and the deletion of some specialized tracts. The team noted that the shortage of faculty resources increased the College’s dependence upon adjunct faculty who do not hold terminal degrees. The Team also noted that a large percentage of the current faculty will be eligible for retirement in the next five years.

The Team stated that it will be critical to the College of Business to develop a five-year plan to obtain necessary funding to both recruit needed faculty and to replace retiring faculty in the College of Business. The Team also observed that new and replacement Ph.D.’s or DBA’s will require much higher salaries than retiring faculty members.

In response to this challenge, the College of Business has initiated an aggressive campaign to recruit new and replacement faculty for the College of Business. In the 2002-03 academic year, the COB initiated searches for six new faculty members: two in Management Information Systems, two in Marketing and one each in Finance and Accounting. The positions were advertised at salary levels based upon the AACSB salary survey of accredited Colleges of Business and above the levels of retiring faculty members. UWF administration gave sufficient resources to the College to fund these positions at competitive rates. The College of Business was able to fill two MIS positions with experienced candidates with terminal degrees, as well as excellent teaching,
research and industry experience. The College also filled one of the two Marketing positions with an ABD candidate with several years of industry experience. The College was unable to fill the second Marketing position, in part, due to more attractive salaries and teaching loads offered by competing institutions. The College was unable to successfully fill the positions in Accounting and Finance due to the shortage of qualified candidates nationally and the higher salaries and intense competition in these fields. The three unfilled positions were filled temporarily with a terminally qualified visiting professor in Finance and two Masters level trained marketing executives with extensive experience in the field.

In 2003-2004, the College of Business anticipates approval to recruit for replacement of retiring faculty or vacant positions in Marketing, Management, and Management Information Systems in addition to the Accounting and Finance positions. Every effort will be made to secure the funds necessary to employ these faculty members at competitive rates.

In addition to the above challenge, the College of Business has experienced significant growth at the undergraduate and graduate levels. For the last three years, the enrollment in the MBA program has grown by 27% as a result of the “Finish in Five” program, the accelerated MBA foundations and the weekend MBA program. Continued growth in these programs is contingent upon receiving supplemental funding to staff these successful initiatives and to preclude dilutions of undergraduate and graduate offerings of the College. In addition, in the Fall of 2003, the College of Business will be offering the MBA program in Germany which will place additional burdens on the graduate faculty of the College. These programs require extra faculty compensation and contract faculty and place additional demands on existing faculty resources of the College. To continue expansion in the undergraduate and graduate programs in the College of Business, it is essential that the College of Business expand its faculty resource base by adding additional faculty and replacing retiring faculty and vacant lines.

II. Alumni:

The Program Review Team encouraged the College to maintain up-to-date records on the location of former students and to employ periodic surveys to solicit student and employer input on the quality and relevancy of the College of Business curriculum.

As an accredited AACSB school, the College of Business participates in the AACSB data system which allows the College to compare itself with peer and aspirant universities in a number of important areas, including survey assessment of alumni and employers. The College of Business plans to participate in the Educational Benchmark Indicators program of AACSB which allows the College to compare alumni and employer assessments of learning outcomes with peer institutions. Up-to-date records and profiles of former students and employers will also support the College of Business capital campaign to raise additional funds from alumni and community leaders to fund College of Business scholarships, professorships and program development.
III. Promotional Materials:

The Program Review Team indicated that the academic departments within the College of Business had a critical need for professionally prepared advertising and promotional materials. The College relies principally on promotional material developed by UWF to advertise and promote its programs. The College does provide modest supplemental funds to promote the MBA program to targeted military markets in FWB. The College of Business continues its successful program of marketing to faculty and students at community colleges in our primary market area. Each year the associate dean and chairs visit the business faculty at the seven feeder community colleges in Northwest Florida and South Alabama. In addition, the College hosts annual visits of faculty and students from each of the community colleges to the UWF campus and provides scholarships to be awarded by the business faculty of feeder community college to their outstanding student majoring in business and planning to attend UWF.

IV. Continuous Quality Assessment:

The Program Review Team encouraged the College of Business to continue independent, external assessment of its programs through both AACSB and SACS accreditation. The College of Business will undergo a SACS reaffirmation process in 2005 and a reaffirmation of accreditation by AACSB in 2007-08. As part of this accreditation process, the College is working toward identifying ways to measure learning outcomes to affirm the quality and relevancy of its instruction. The College is developing various instruments to survey and obtain the assessment of graduating seniors, alumni and employers of the College of Business programs.

V. Academic Advisement:

The Team found that the College of Business attempts to provide a systematic and effective advising program. However, the Team noted that several Finance students who were interviewed did question the adequacy of academic and career advisement. The College of Business noted the problem and will take appropriate steps to insure that all students receive appropriate academic advising in their undergraduate and graduate programs. The College is partnering with the Career Center to enhance placement and career counseling for business students and expand intern and cooperative opportunities. Each College of Business department is encouraged to cultivate employer relationships through “Career Day,” “Meet the Firm” activities and executive in residents and guest speaker programs.

VI. Technology:

The Program Review Team noted that many of the College of Business faculty computers were four or more years old and suggested that the College develop a replacement plan for faculty computers on a three-year cycle. The College of Business has reconstituted the College Computer Committee and charged this committee with making recommendations to maintain and enhance the hardware and software available to faculty members.
Plans, Priorities and Goals for the Future:

The College of Business plans, priorities and goals for the next several years focus on:

• Continuing to grow the College of Business in terms of size, scope and quality of its undergraduate and graduate programs.

• Continuing an emphasis on excellence on teaching, research and service.

• Enhancing partnerships and linkages with business professionals and the regional community.

• Enhancing public and private support in the form of a capital campaign to raise additional funds to support student scholarships, endowments for faculty development and program enhancement.

• Recruiting new and replacement faculty whose professional and academic qualifications are consistent with the future requirements and demands of the College.

• Increasing funding to support faculty scholarly activity and professional development, especially in the area of technology.

• Continuing to assess the College of Business curriculum in terms of quality and relevancy.

• Upgrading computers and software for faculty, staff and students.

• Addressing classroom, office staff and facility needs to support growth and enhancement of the College of Business programs.

• Utilizing the College of Business Advisory Council to provide advice, feedback, real world connections and general support for the College of Business.

• Preparing for AACSB and SACS re-accreditation.

• Enhancing the distance education capabilities of the College of Business to support program and course offerings at the undergraduate and graduate levels to place-bound students at alternative locations.
Executive Summary

History

Tracks

Strategic Plan

Service Courses

Curriculum

Faculty and Staff

Relationships with Other Programs

Degree Requirements

Appendix:

Prior Program Reviews

Marx Committee Report

Professional Master’s Degree

By-Laws
EXECUTIVE SUMMARY

The Department of Mathematics/Statistics currently offers two programs. They are the BS in mathematics and the MS in mathematics. The MS program has a track in applied mathematics and one in statistics. Neither of these programs has received an update in recent times. This program review deals with ways to modernize the programs, make them more marketable for the graduates and better serve the needs of the region. The appendix contains a report, chaired by former president Morris Marx, with recommendations for the programs. The programs are healthy in regard to enrollment. There were sixty nine undergraduate math majors in 2002 and twelve masters degrees were awarded during the last two semesters. The Master of Arts in Teaching was formerly available but has been inactive due to lack of demand.

The Department has a very large service course responsibility. This area is discussed in one of the main sections of the report.

The Department has an excellent faculty and has been very fortunate to have at its disposal a large group of excellent adjunct faculty. Faculty and adjuncts alike have a reputation throughout the University for outstanding teaching. The tenured faculty have been very active in research. Two of them have received the University’s Distinguished Research and Creative Activities Award.

The Department and the University is experiencing the end of an era. The faculty who joined the University in its first five or six years of operation are retiring. The faculty hired during the middle years must now take over the leadership of the academic side of the University. Now is an excellent time for a complete revamping of the BS and MS programs, a time to make them strong, viable programs for the new century.
The University of West Florida

Division of Academic Affairs

College of Professional Studies

Academic Program Review Report for

Division of Social Work
Dr. Bonnie C. Bedics

24.0101 Bachelor's in Social Work

Spring Term 2003
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary, B.A. in Social Work</td>
<td>I</td>
</tr>
<tr>
<td>Program Descriptions</td>
<td>II</td>
</tr>
<tr>
<td>History</td>
<td>1</td>
</tr>
<tr>
<td>Tracks</td>
<td>1</td>
</tr>
<tr>
<td>Curriculum</td>
<td>1</td>
</tr>
<tr>
<td>Faculty and Staff</td>
<td>18</td>
</tr>
<tr>
<td>Relationships with other programs</td>
<td>24</td>
</tr>
<tr>
<td>Admissions requirements</td>
<td>24</td>
</tr>
<tr>
<td>Degree requirements</td>
<td>28</td>
</tr>
<tr>
<td>Student placement (advanced degrees, job placements, etc.)</td>
<td>28</td>
</tr>
<tr>
<td>Prior program reviews and accreditation reviews (include results)</td>
<td>29</td>
</tr>
<tr>
<td>Department Strategic Plans</td>
<td>III</td>
</tr>
<tr>
<td>Budget</td>
<td>IV</td>
</tr>
<tr>
<td>Attachment</td>
<td>V</td>
</tr>
<tr>
<td>Accreditation Reaffirmation letter</td>
<td></td>
</tr>
</tbody>
</table>
The program has brought in $633,741 in contracts. One faculty member and two student groups have received national awards from Influencing State Policy. Three student papers were accepted for presentation at a national social work education conference and two student papers were accepted by a regional social work education conference.

Currently there are 211 majors, ten faculty, and 1.5 support staff. In addition, there is a field unit staffed by a Faculty Associate and an Office Assistant. It is funded by District I Department of Children and Families (DC&F).

In addition to the B.A. in Social Work, the Division offers a minor in Social Welfare and three interdisciplinary minors: Substance Abuse, Aging Studies, and Child Welfare. In the eight year period since our last review, there have been the following number of graduates for each of these offerings: Social Work 445, Social Welfare 109 Substance Abuse 24, Aging Studies 18, Child Welfare 95. The program has recently implemented a certificate program in Child Welfare Studies.

Social Work is an open access professional degree program based on the liberal arts. Specific requirements in the liberal arts include government, economics, a comparative religion course, a general psychology course, an introductory sociology course, statistics, a computer programs course, and biology or anatomy and physiology. There are 51 semester hours in designated social work courses including a junior and a senior practicum. Students must maintain a 2.5 GPA in the major and complete required courses with a C or higher. The minimum number of credits for graduation is 120 semester hours.

The program provides service courses for Prekindergarten/Primary Education, Social Sciences Interdisciplinary, and Criminal Justice. Our Practice with Culturally Diverse Populations course is one of the courses students can select to meet the UWF graduation requirement for diversity.

Graduate are readily placed in social work positions and many attend graduate school. For calendar year 2002, there were 61 graduates. Of these 29 are employed in social work and 6 are employed in related fields. Twelve are in graduate school, two have started families and are not employed. Three are currently seeking employment and we have lost track of nine.

In 2002, the social work program initiated undergraduate cohort programs at the UWF/OWJC campus in Fort Walton Beach and at the Chipola University Center in Marianna. A report was made to and accepted by the Council on Social Work Education. The first classes are expected to graduate in April 2004.

A proposal to plan was submitted to the UWF Board of Trustees for an MSW program to begin to admit students in Fall 2004. If approved by the Board of Trustees, a application for eligibility and then for candidacy will be submitted to the Council on Social Work Education.
CONFIDENTIAL

November 21, 2002

Morris L. Marx, Ph.D.
President
Office of the President
University of West Florida
11000 University Parkway
Pensacola, FL 32514-5751

Dear President Marx:

At its November 2002 meeting, the Commission on Accreditation (Commission) reviewed the application for reaffirmation of the baccalaureate social work degree program at the University of West Florida. The review included an assessment of the self-study documents, the site team report, and the program’s response. This letter is to inform you that the Commission voted to reaffirm the baccalaureate social work degree program for the full eight-year cycle ending October 2010.

The Commission appreciates and affirms the many strengths in the program and commends the efforts of the faculty and others associated with the program in achieving reaffirmation. The site team noted several of these strengths in their report, including:

- Strong administrative leadership by the program director
- Enthusiastic and involved student body
- Several courses including the writing course, cultural diversity course, and social justice course which bring additional depth across content areas
- Knowledgeable and involved library staff
- Active and enthusiastic Advisory Board

The Commission identified three areas of concern and requests three copies of a progress report from the program on the following issues. The progress report is due August 1, 2003 for review during the November 2003 meeting of the Commission on Accreditation.

**Evalative Standard 1.4:** The program must specify the objectives, measures, and measurement procedures that are to be used systematically in evaluating the program, and that will enable it to determine its success in achieving its desired objectives. **Evalative Standard 1.5:** The program must show evidence that it engages in ongoing, systematic, self study and evaluation of its total program, and show evidence that the results of evaluation affect program planning and curriculum design.
The program needs to

- link its outcome measures to its program objectives and
- explicate how the evaluation data has been used in program planning and curriculum design

**Evaluative Standard 3.0:** The program must make specific, continuous efforts to provide a learning context in which understanding and respect for diversity (including age, color, disability, ethnicity, gender, national origin, race, religion, and sexual orientation) are practiced. The program should describe how its learning context and educational program and curriculum (such as faculty, staff, and student composition; selection of agencies and their clientele as practicum setting; composition of program advisory or field committees; resource allocation; program leadership; speakers series, seminars and special programs; research and other initiatives) model understanding of and respect for diversity.

**Evaluative Standards 6.0:** The program's goals, objectives and curriculum must be consistent with the Curriculum Policy Statement for baccalaureate social work education. **Curriculum Policy Statement B5.10:** Determination of whether students have acquired a liberal arts perspective is left to the judgment of each social work program's faculty. Each program must clearly explicate the requirements for training in a liberal arts perspective and the rationale for those requirements. The program needs to provide the rationale for its liberal arts requirements.

Procedures regarding the process for the next reaffirmation are included with this letter. Please be in touch with Dr. Judith Bremner, Senior Educational Specialist in the Division of Standards and Accreditation, if there are questions about this letter or the procedures and actions of the Commission on Accreditation.

Congratulations on the continued accreditation of the baccalaureate social work degree program at the University of West Florida. We look forward to our continuing mutual effort to assure quality in social work education.

Sincerely,

Dean Pierce, Ph.D., Chair
Commission on Accreditation

DP/JBB/mw

cc: Bonnie C. Bedics, Ph.D.
Chair, Division of Social Work

Enclosures: Procedures for Reaffirmation