



January 16, 2015

George H. Ebbs
Dean
Bloomsburg University of Pennsylvania
College of Business
400 Second Street, Sutliff Hall, Room 374
Bloomsburg PA 17815-1301
UNITED STATES

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Dear Dean Ebbs:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for Bloomsburg University of Pennsylvania and the undergraduate and master's degree programs in business offered by the College of Business is concurred with by the Continuous Improvement Review Committee and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of the school.

One purpose of peer review is to stimulate further continuous improvement of quality programs. As noted in the team report, the School is to be commended on the following strengths and effective practices:

1. Sutliff Hall renovation. The University is to be commended for the renovation of the business school building – Sutliff Hall. All CoB faculty are finally housed in one location, the environment is crisp and clean, and the upgraded facilities have led to improved morale among students and faculty.
2. Benner-Hudock Center for Financial Services. As the University was renovating Sutliff Hall, it planned for a trading room to support the finance major. Fortuitously, an alumna provided a major gift to endow that facility and broaden its scope to a financial services lab. In addition, the University was able to secure a data base (Capital-IQ), which could be used by other business disciplines. The result is an in-demand room that provides access to a variety of classes from all majors. In fact, two required courses in the core are scheduled in the lab, guaranteeing that all undergraduate business majors have at least two opportunities to use the data base and technology.
3. Peer advisor program. Many schools use students as peer advisors, but the CoB has taken this a step further by tying its peer advisor program to Beta Gamma Sigma (BGS). Only BGS students qualify to serve as peer advisors and, once selected through a competitive process and properly trained, they are tied into the ZIPD program, provided temporary offices, and work off a web-based appointment system.
4. MBA practicum. An outcome of a recent MBA program review resulted in a new course (MGMT 592) that includes a required practicum, which creates an applied learning experience connecting students to the business community.
5. VITA course. The accounting department regularly schedules a tax course to teach students to interact with the community to aid in income tax preparation.
6. Faculty development funding. Tapping external funding sources and working internally with academic affairs, the college has been able to secure a pool of faculty development funds each year. In addition, the college revamped its faculty professional development (FPD) committee and assigned it the responsibility for allocating funds to support the maintenance of faculty qualifications and address specific items in the strategic plan. The FPD committee established a transparent and effective process, which appears to be functioning effectively.

7. Zeigler Institute of Professional Development (ZIPD) program. The ZIPD program addresses a critical need in the business program to help students become work-ready upon graduation in terms of professionalism. The program is a four-year effort woven into the curriculum and draws broad support from members of the advisory board and alumni.

The following concerns relative to AACSB standards were identified and must be addressed by the next review. Actions taken and progress made by the school should be reported in the continuous improvement review application and at the time of the next review:

1. As noted in the Team's report, it was evident that many good strategic initiatives are underway such the Zeigler Institute for Professional Development (ZIPD) program, the Benner-Hudock Center for Financial Analysis, the Integrated Core Experience (ICE) program and others. The value of these ventures and future ventures in terms of the thematic principles of the AACSB standards of innovation, engagement and impact should be more sharply and purposefully stated in future reporting documents. (Standard 1: Mission, Impact, and Innovation)
2. In the next reporting cycle, the CoB should report on progress made with the Integrated Core Experience, the redesigned MBA and the new Master of Accountancy (MAcc) program. Include progress made with strengthening the documentation of loop-closing actions and effectiveness of the assessment processes (Standard 8: Curricula Management and Assurance of Learning).
3. Because faculty resources are stretched thin, it is crucial that the CoB redouble efforts in recruiting and retaining appropriately qualified faculty consistent with the standards. (Standard 3: Financial Strategies and Allocation of Resources and Standard 15: Faculty Qualifications and Engagement).

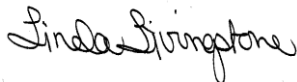
Your School has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2019-2020. A timeline specific to your visit year is attached.

Please note that your Continuous Improvement Review Application will be due on July 1st, two years prior to your review year. This application initiates the continuous improvement review process. In this application you will be expected to provide an update on progress in addressing the concerns stated above in addition to other relevant information for initiation of the next continuous improvement review.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the most current process improvements. Please monitor the website to make certain that you have the most current version.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,



Linda Livingstone, Chair
Board of Directors

cc: Peer Review Team
Ronald Shiffler, Chair
Jerry Tomberlin, Team Member
Wade Thomas, Team Member

SCOPE OF ACCREDITATION
Continuous Improvement Review December 2014

Name of Institution: Bloomsburg University of Pennsylvania

Name of Business Academic Unit: College of Business

List of Degree Programs Reviewed:

BSBA (Accounting, Finance, Management, Marketing, Information & Tech Management)

BSED (Business Education)

MBA

MAcc

CONTINUOUS IMPROVEMENT REVIEW TIMELINE - Visit 2019-2020

<u>15-16</u> (July 1 – June 30)	<u>16-17</u> (July 1 – June 30)	<u>17-18</u> (July 1 – June 30)	<u>18-19</u> (July 1 – June 30)	<u>19-20</u> (July 1 – June 30)
<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan 	<ul style="list-style-type: none"> Review and Refine Strategic Management Plan
<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year 	<ul style="list-style-type: none"> Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year
		<ul style="list-style-type: none"> July 1, 2016 - *Submit Review Application with signed cover letter requesting accreditation review and preferred visit dates. 	<ul style="list-style-type: none"> Work with AACSB to select Peer Review Team from nominations, peer and aspirant groups 	<ul style="list-style-type: none"> *Submit Fifth Year Report
		<ul style="list-style-type: none"> *Submit List of Degree Programs including Catalogs (or online link in lieu of Catalogs) 	<ul style="list-style-type: none"> Work with AACSB to set the visit date 	<ul style="list-style-type: none"> *Submit Executive Summary
		<ul style="list-style-type: none"> *Submit request for exclusion of degree programs including justification for the request 		<ul style="list-style-type: none"> * Submit Situational Analysis <p><i>*Submitted together</i></p>
		<ul style="list-style-type: none"> *Submit List of Comparison Groups (Peer, Competitive, and Aspirant) <p><i>*Submitted together</i></p>		<ul style="list-style-type: none"> Accreditation Statistical Reports will be distributed to applicant and team members by AACSB upon request only
		<ul style="list-style-type: none"> Committee on Accreditation Policy (CAP) rules on exclusions and the scope of the accreditation visit 		<ul style="list-style-type: none"> Work with Peer Review Team to prepare the Visit Schedule
		<ul style="list-style-type: none"> Return Date and Team Suggestions as Requested (March 2017) 		<ul style="list-style-type: none"> Peer Review Team Visit