

Standard #6 - Organizational Performance Results, Table 6.10

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 6.10. Standard 6 - Business Program Performance Results

Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts enrollment patterns, student retention, student academic success, and other characteristics reflecting students' performance. Key indicators may include: graduation rates, enrollment, hiring equity, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units.
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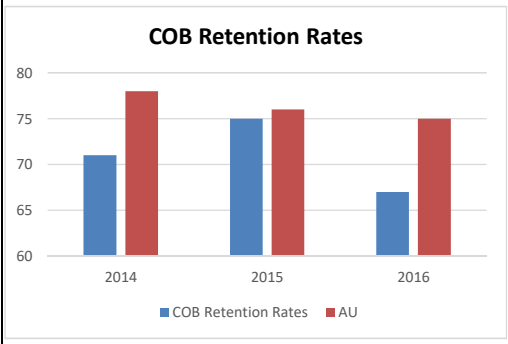
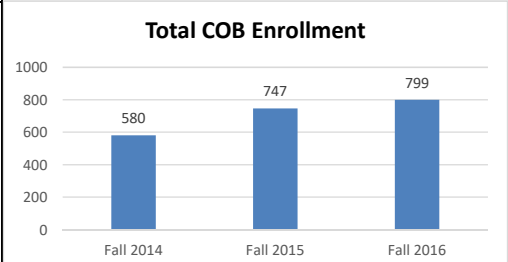
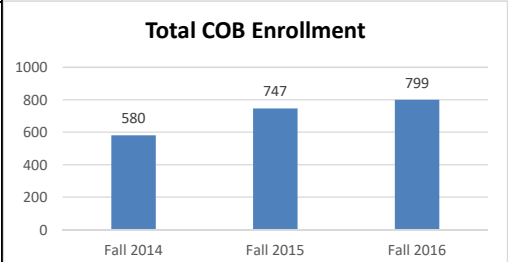
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1. Undergraduate retention rates for the College of Business will be within 5 percentage points of the overall retention rates for the University.	Retention rates as reported each year.	The COB retention rate was 67% for 2015-16. The AU retention rate was 75% for 2015-16. For 2015 the rates were 75% and 76%. For 2014 the retention rates were 71% and 78%.	Because of how retention rates are calculated, the COB retention rate must be lower than the overall AU retention rate. The COB retention rates were more than 5% below the AU retention rates in 2 of the past 3 years.	The College of Business is aggressively working with the admissions office to affirm students are a good fit for Anderson University. Also, the Investigating Business course which students take as a freshmen helps students to affirm their decision to major in business and which concentration they are interested in exploring.	 <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>COB Retention Rates</caption> <thead> <tr> <th>Year</th> <th>COB Retention Rates</th> <th>AU</th> </tr> </thead> <tbody> <tr> <td>2014</td> <td>71%</td> <td>78%</td> </tr> <tr> <td>2015</td> <td>67%</td> <td>75%</td> </tr> <tr> <td>2016</td> <td>67%</td> <td>75%</td> </tr> </tbody> </table>	Year	COB Retention Rates	AU	2014	71%	78%	2015	67%	75%	2016	67%	75%
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2. Increased Enrollment by Degree and Concentration	Enrollment history by degree and concentration.	Continued overall growth in the business degrees and concentrations.	New resources are needed to maintain the growth trends - both human resources and physical space.	Two new faculty positions were added for 2016-17. Additional part-time faculty are also being added. The next building planned for the Anderson campus will be an academic building to house the College of Business and the College of Christian Studies.	<p>See the detailed enrollment history table located on tab "Standard 6-6, 12A". A bar chart of total enrollment for the College of Business is presented below.</p>  <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Total COB Enrollment</caption> <thead> <tr> <th>Year</th> <th>Total Enrollment</th> </tr> </thead> <tbody> <tr> <td>Fall 2014</td> <td>580</td> </tr> <tr> <td>Fall 2015</td> <td>747</td> </tr> <tr> <td>Fall 2016</td> <td>799</td> </tr> </tbody> </table>	Year	Total Enrollment	Fall 2014	580	Fall 2015	747	Fall 2016	799				
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3. Increased Number of Graduates.	Graduation history by year and degree.	The number of graduates from the COB has been increasing over time but the percentage of total AU graduates coming from the COB is declining.	The Health Sciences programs have significantly increased the enrollment of AU in recent years. A large percentage of total AU graduates now come from these programs. The number of graduates with at B.S. in Business declined in 2016-17 for the first time in 6 years.	We will monitor the number of graduates from the B.S. in Business in 2017-18 to see if this decline in graduates was an anomaly. 147 graduates from the COB in 2014-15 was the record number of graduates for the COB at AU.	See the detailed graduation data table located on tab "Standard 6-6, 12B". Bar charts showing the number of graduates from the College of Business and the percentage of total AU graduates that are from the College of Business are presented below.

