

## Standard Three: Student- and Stakeholder-Focused Results - Criterion 3.8

**Use this format to respond to Criterion 3.8. If you are submitting a self-study for reaffirmation, this is the same table used in your QA report.**

Student- and stakeholder-focused results examine how well your organization satisfies business students and stakeholders key needs and expectations.

*Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.*

*Measurement instrument or processes may include end of course surveys, alumni surveys, Internship feedback, etc.*

Each academic unit must demonstrate linkages to business practitioners and organizations, which are current and significant, including an advisory board.

Periodic surveys should be made of graduates, transfer institutions, and/or employers of graduates to obtain data on the success of business programs in preparing students to compete

Performance Measure: What is your goal? The goal should be measurable.	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)
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<p>Satisfaction of students completing their degree will be at 70% or higher.</p>	<p>Graduate Exit Survey administered to students within one semester of graduation. Response to question asking "Would you recommend WVSU to others?"</p>	<p>Four out of five semesters student satisfaction exceeded benchmark.</p>	<p>Follow up questions in the survey indicate students are highly satisfied (generally 90% or higher) with individual aspects of their business education, such as oral and written communication skills, team dynamics, and technology skills.</p>	<p>More robust opportunities for students to engage outside the classroom are pursued such as a two-day business summit with outside speakers before the COVID-19 pandemic, maintaining student organizations, increased internship opportunities and virtual student networking events during the continuing COVID-19 pandemic.</p>	<p style="text-align: center;"><b>Recent Graduate Satisfaction Results</b></p> <table border="1" style="margin-top: 5px;"> <caption>Recent Graduate Satisfaction Results</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>AY 2017-18</td> <td>80</td> </tr> <tr> <td>AY 2018-19</td> <td>95</td> </tr> <tr> <td>AY 2019-20</td> <td>100</td> </tr> <tr> <td>AY 2020-21</td> <td>90</td> </tr> </tbody> </table>	Year	Satisfaction Score	AY 2017-18	80	AY 2018-19	95	AY 2019-20	100	AY 2020-21	90
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<p>Student Course Evaluations average will be at or above 4.0 (on a scale of 1=Poor to 5=Excellent) for all business and economics courses</p>	<p>Semester course evaluations administered by institution</p>	<p>Five semesters of consistent results exceeding goal</p>	<p>Overall goal exceeded the benchmark in all semesters. Some individual results lower than the benchmark; provide faculty coaching and opportunities for training.</p>	<p>Training opportunities for both in-seat and online teaching are available, some of which is mandatory. 100% of faculty who teach fully online must complete mandatory training. Multiple resources for online teaching transition assistance due to COVID-19 made available to faculty from internal University sources and external sources.</p>	<p style="text-align: center;"><b>Student Course Evaluations</b></p> <table border="1" style="margin-top: 5px;"> <caption>Student Course Evaluations</caption> <thead> <tr> <th>Year</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>AY 2017-18</td> <td>4.5</td> </tr> <tr> <td>AY 2018-19</td> <td>4.5</td> </tr> <tr> <td>AY 2019-20</td> <td>4.5</td> </tr> <tr> <td>AY 2020-21</td> <td>4.5</td> </tr> </tbody> </table>	Year	Average Score	AY 2017-18	4.5	AY 2018-19	4.5	AY 2019-20	4.5	AY 2020-21	4.5
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<p>Satisfaction of employers participating in the Academic Business Internship program will be 70% or higher.</p>	<p>Performance appraisal results of student interns by site supervisors.</p>	<p>Three periods of consistent results exceeding goal based on a scale of 1-Low to 5=High. Percentage satisfaction based on responses of 4 and 5.</p>	<p>Overall goal exceeded the benchmark in all periods. Categories of relative weakness include punctuality, regular attendance, and produces maximum quality of work.</p>	<p>Academic Internship Director works very closely with each site, providing counsel and advise to individual students where relative weaknesses are identified.</p>	<p style="text-align: center;"><b>Employer Satisfaction</b></p> <table border="1" style="margin-top: 5px;"> <caption>Employer Satisfaction</caption> <thead> <tr> <th>Year</th> <th>Satisfaction Score</th> </tr> </thead> <tbody> <tr> <td>AY 2018-19</td> <td>90</td> </tr> <tr> <td>AY 2019-20</td> <td>90</td> </tr> <tr> <td>AY 2020-21</td> <td>90</td> </tr> </tbody> </table>	Year	Satisfaction Score	AY 2018-19	90	AY 2019-20	90	AY 2020-21	90		
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