

3211 Providence Drive
Anchorage, AK 99508-4614
907.786.1050

Submitted by: Stasia Straley, Professor of Accounting, scstraley@alaska.edu

Program(s) covered in this report: Marketing BBA

(Programs with suspended admissions and new programs in the first year of implementation are not required to complete this form).

If you selected "Other" above, please identify. (100 characters or less)

College: College of Business and Public Policy

Campuses where the program(s) is delivered: Anchorage KOD KPC MSC PWSC

Specialized accrediting agency (if applicable): Association to Advance Collegiate Schools of Business - International

If explanation is necessary, such as only some of the certificates and degrees are covered by the specialized accreditation, briefly describe: Only Bachelor and Master degrees are covered

INSTITUTIONAL STUDENT LEARNING CORE COMPETENCIES

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4, in which only Obj. 4.1 was measured this year. Faculty are planning to adjust instruction, add discussion

If you checked "Other" above, please describe.

Changes will be implemented AY22

7. Do you have any information about how well these or other past improvements are working? Are they achieving their intended goals? Please include any data or assessment results that help you demonstrate this.

This AY, a more in-depth assessment was performed. The AoL Committee will share this year's results with all faculty. In addition, they will follow up with each faculty member who assessed this year to discuss their recommendations and offer additional recommendations. Faculty will have AY 21 to implement changes and will be assessed again in AY 22.

STUDENT SUCCESS AND THE CLOSING OF EQUITY GAPS

Programs are not required to respond to question #8 below for their report due on October 15, 2021. Question #8 will be required for the next round and moving forward.

8. Respond to at least one of the following metrics. Student success depends on many aspects of a student's experience. On the academic program level, it can relate to correct placement, course sequencing, standardized pre

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