

Faculty Response

Self-Study Committee Report for the Technical Sales/Sales and Merchandising Programs

April 10, 2012

The faculty feel that the strengths and areas for improvement suggested by the committee are realistic, appropriate and accurate.

There is minor disagreement regarding the need to improve the roles and membership of external partners taking it to a higher level. It was expressed that the department has formal and informal relationships with nearly 500 employees who review annually our new graduates' resumes for potential hiring within their companies and that is seen as a positive example of the present circumstances.

The advisement model of having the faculty personally advise students is seen as a positive. However, some faculty expressed a desire to designate a dedicated department advisor to do the advising. This would cut down on potential misadvising, allowing more time to stay current with university advising changes and give more time for the faculty to enhance their personal development and preparation.

Because of the large student to faculty ratio, there is a concern. Along with other ideas, it is suggested that the hybrid teaching model could be further incorporated to enhance teaching and give faculty more time for development.

Of course, we agree that the faculty are diverse in their industry background and training. There is continual development of new courses and ways of improving well-established courses. We agree that the faculty are qualified, dedicated and responsive to the needs of our students, community and industry. The faculty stay current with industry trends and continue to anticipate the needs of the future.

We agree that we need to continue to develop the new model for assessing student learning outcomes and we will have in place all of the steps necessary to measure the departmental learning outcomes and provide student artifacts as proof. This will be completed by the November deadline.

Finally, the faculty are very concerned about an orderly transition as senior faculty retire. It is important to hire replacements who will have the credentials and industry background to maintain the professional level that exists in the department. It is also important for the new and continuing faculty to acquire and maintain a strong vision of the department.