

WSU Department of Professional Sales Five-Year Program Review Faculty Response (2016-2017)

April 11, 2017

The faculty feel that the strengths and areas for improvement suggested by the committee are realistic, appropriate and accurate. The department has worked very hard over the last five years. The news which indicated that the results of the previous program review was noted as a strength was met as a major win for the department because we have strived to improve the previous recommended weaknesses.

The other standards that came back as strengths were received as a temporary victory with much hard and dedicated work in these areas. We have worked very hard on our strategic plan that has included a well thought out mission statement and a detailed plan in measuring student-learning outcomes. In addition, the changes in our advising over the last five years has been instrumental in making sure that all students are served in an appropriate way.

We agree with the reviewers that we have a very strong connection to external communities. Every faculty and staff member works very hard to stay connected to industry. This is done for our students because it helps drive our curriculum while raising funds that leads to an increased job placement which is near 100%. It was great to have the review team recognize these efforts.

We agree that even though the review committee did not find any program weaknesses, it is important for our department to be aware of the program challenges that were presented. The first challenge that was presented was our curriculum. The students that were interviewed indicated that the program needed to “raise the bar”. Even though the committee interviewed some of our top students and all students may not feel this way it is important that we address this concern. We

appreciate that the committee noted our efforts in adding extra classes such as Sales Planning and Forecasting and Social Media in Sales to help in these efforts. We will continue to “raise the bar” with a joint effort. The first step that we are doing is updating our classes and making sure that students are taught things in the classroom that they can use immediately in the workforce. We are now using software programs such as GoReact and Camtasia to increase classroom productivity. We have also just recently added Salesforce training that all students must learn. We are also working hard to evaluate our curriculum on a year-by-year basis to determine the things that need to be added. We will do this every fall with help from our industry partner board to make changes whenever necessary. Last, we are still looking for more things to increase the hands-on application of our online courses. We will continue to seek out products and software to aid to this growing population of students.

The next challenge that was noted was our faculty. Not the faculty as individuals but the challenge of having a senior faculty group that will likely be heading to retirement in the future. We appreciate that this was noted because we talk about this transition quite often. We have had faculty in the department that have been here and built this program over the last 50 years. We have the goal to continue hiring faculty members that have a student focus and have years of sales experience. We also are moving in a transition where we are looking for candidates with Ph.D. credentials and still have these other traits which have made this program great for years. We have had success using this combination with our last two hires (Alex Lawrence and Blake Nielson) and believe we will have continued success in the future.

The final challenge that was brought up dealt with the support concerning facilities and equipment. We are currently housed in one of the oldest buildings on campus. We have received donor funds to make the space as good as possible for now; however, we look forward to the

opportunity to be a part of a new building in the near future that will allow us to grow even more. We have had the challenge of not knowing how much money to put into this space that is rumored will be torn down in the next few years. We feel we have a good balance of what we have done and look forward to making a new space even better in the future.

Overall, our campus visit from our review team was fun and valuable. We look forward to working to improve based on their recommendations and make our program even stronger in the future.

Sincerely,

Weber State University Professional Sales Department Faculty