
CALIFORNIA STATE UNIVERSITY, LONG BEACH
VICE P

Business


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6/18/2021


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VICE PROVOST FOR ACADEMIC PROGRAMS

Memorandum of Understanding

College of Business

June 2021

This Memorandum of Understanding outlines the consensus reached by the College Business and the Division of Academic Affairs, based on the recently conducted program review (Self-study in December 2018, accreditation site visit in February 2019, and UPRC report in March 2020). It Tc -0wnTc -0wes(it)a002 Ot().)-1ary

- Student success metrics, expanding student success services (specifically the COB Center for Student Success), hiring additional advisors, and instituting new university processes to track students.
- Engagement with the business community is very strong, and an area of distinction for the COB.
- The College maintains and strategically deploys participating and supporting faculty who collectively and individually demonstrate significant academic and professional engagement that sustains the intellectual capital necessary to support high-quality outcomes consistent with the school's mission and strategies.

Areas of Concern and Opportunities for Development were noted in the reports.

- As noted by the external reviewers, the mission and vision, as currently stated, is relatively generic, and does not capture the distinctive features of the COB (e.g., diverse student and faculty population, the deep ties to business community and alumni, the student-centric approach to higher-education, the premier location), and the specific role that research and engagement assume in advancing the mission and vision.
- Despite its recent success with faculty hiring and improving faculty qualifications, the College has experienced some issues with 'faculty sufficiency' in regard to instances of noncompliance with the 40 percent and 90 percent qualified faculty thresholds: Scholarly Academic Qualified ratio / College Overall ratio. The school must reduce the variability in meeting faculty qualification minimums and build a cushion to buffer against future budget vagaries. The COB has put processes into place to better track SA faculty and in addition, ensure that non-tenure track faculty are qualified as Instructional Practitioners, Scholarly Practitioners, and Practicing Academics (IP, SP, PA). However, these processes need to be implemented and T

actions agreed to in this MOU to the COB