

Evaluation Report for Program Review Face to Face Meeting University of Wisconsin-Whitewater: Entrepreneurship and Innovation (BBA) Majors and Minors, 2024-2025

Date: 3/17/2025

In Attendance: Interim Provost Robin Fox; Dean Paul Ambrose (Business & Econ); Associate Dean Kelly Delaney-Klinger; Program Coordinator Russ Kashian; Program Review Team Chair Jolly Emrey; Program Review team members Jeff Olson, Veronica Soria-Martinez; Assessment Representative Katy Casey

Overview of review team evaluation, program comments:

- Review of program strengths included recognition of this program being in high demand by students and having a number of opportunities for students to engage in campus events and competitions
- Multiple career path options for program completers
- Diverse experience of faculty brings key knowledge and skills to the program
- Noted the program's desire to improve graduation rates of students in the major
- The review team noted the need for a formal assessment plan as indicated in the following report and recommended actions
- The Program Coordinator agreed with the review team's summary and acknowledged the challenges associated with the program's interdisciplinary nature, particularly in aligning faculty on a shared vision and plan for the program.
- Interim Provost Fox asked about the graduation rates and wondered why there was a decrease.
 - The Program Coordinator noted that the majority of students' double major in Entrepreneurship and another program (commonly General Business) and end up completing requirements for one program (e.g., General Business) and not Entrepreneurship and then decide to graduate just with the one major and do not complete Entrepreneurship.

Discussion of Review Team's evaluation:

1 – The program is in the process of adding online courses. Considering some of the personnel issues mentioned, how will the program balance the needs of in-person and online students? Additionally, has there been consideration of how online courses impact students financially?

- i) Discussion ensued regarding the decision to offer the program online, in addition to face to face. The topics discussed were program management, administration, availability of course, and apprenticeship opportunities. There was agreement during the discussion that pursuing the online modality was in the best interest of the program.
- ii) The Program Coordinator sees the online option as increasing enrollment and is not concerned about the sustainability of both the face to face and online options.

2 – The program reported on a desire to explore internship/apprenticeship opportunities for students. Share current thoughts and plans for providing these opportunities to students.

- i) The Program Coordinator noted his efforts to reengage alumni. The plan is to reconnect with alumni and determine if there is interest in mentoring current students in a number of ways, including offering internships.

3 – What is the current program make-up and organizational structure? How are program management/administrative tasks distributed among program faculty and staff?

- i) Discussion ensued regarding the value of housing the interdisciplinary program in the College versus in a Department. However, the operational management of the program gets more challenging with an interdisciplinary program. The current coordinator has been mindful to convene the affiliated faculty regularly (2-3 times per term), and is working to mentor a junior faculty member who may be interested in program coordination in the future. There were plans in place to address issues with the current organizational structure.

Recommended Actions:

Recommended Action #1

Investigate the graduation rates and identify the factors that explain the decline in numbers over the past few years. Determine if the program course sequence, availability, and/or modality (i.e., online vs. in-person) has an impact.

Recommended Action #2

Work with college leadership to identify a home department for this major to address program management concerns. Specifically, the program needs to identify an organizational structure to help complete the administrative tasks associated with program coordination and assessment.

Recommended Action #3

Use the assessment plan template provided to better organize and communicate the program's plan. The program should focus specifically on writing clear and measurable learning outcomes, analyzing data, and reporting out results and actions taken based on that analysis. We encourage the program to send a team to the summer 2025 Assessment Institute. Provide a progress report that includes data collected to date, and actions the program is taking based on that data. Report back on 1-2 completed assessment cycles

Recommended Action #4

The self-study included information on a number of student activities/opportunities associated with this program. In the next self-study, report the connection between student activities (i.e., co-curriculars) and student learning in the program. Include participation rates.

Recommended Result:

Continuation with minor concerns

Next Self-study and/or Progress Report Due Dates:

1 - Next FULL self-study will be due to the Dean on May 1, 2031 and to the Assessment Office on August 1, 2031

2 - A progress report will be due on action item 3 on October 10, 2026, to the Dean, and November 1, 2026, to the Assessment Office

For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: assessment@uww.edu.