CONSULTANT RECOMMENDATION REPORT
Planning and Review Committee
DRAFT Consultant Recommendation

I. Degree: B.S. Marketing & Business Education

Date of Review: Spring 2010

Program Director: Urs Haltinner

PRC Consultant(s): Charlie Baird, Heidi Rabeneck, Pete Schlosser

Purpose of the Review: This review is conducted in order to assess the program’s quality as part of the on-going seven-year review cycle required of all Stout degree programs.

Committee Findings: The PRC recommends continuation of this program through the next scheduled review in seven years and that the recommendations made by the committee are implemented.

II. Abstract:

The B.S. in Marketing & Business Education (MBE) leads to a degree in education related to industry and commerce through learning experiences that combine theory, practice and experimentation. The MBE program prepares students for careers in teaching marketing and business education within the pk-12 setting. Additionally, the program supports a graduate that chooses to first enter the business world and later chooses to transition into teaching within the CTE areas of Marketing and Business Education in the pk-12 or technical college system.

There are 3 main areas of coursework that the MBE Program is built around:

A) General education. This includes 42 credits of general education curriculum.

B) Professional Core. This includes courses designed to move teacher candidates through 52 or 57* credits of MBE, CTE, EDUC, and SPED courses. All of these courses are designed around Wisconsin Teacher Standards 1 through 10. Students progress through three benchmarks each of which provide an assessment of student progress and becomes a critical decision point of their knowledge, skill, and dispositions relative to becoming a licensed teacher in the State of Wisconsin.

C) Technical Content Coursework. This includes 30 or 42* credits of technical content courses.

*This number reflects the optional Business Education WI 250 and 281 licensures.

Student enrollment in the MBE program is currently approximately 80 students, which is a decrease from 102 students since the last review, however, the MBE program was previously serving populations that should not have been served by this program. Ideal enrollment is approximately 100 students. The program continues to be well received by its enrollees. Placement in the major and its related fields has averaged in excess of 98% for the past 9 years.

It is recommended that the B.S. in Marketing & Business Education continue as a degree program at UW-Stout. It is the largest program of its kind in Wisconsin and the largest undergraduate teacher preparation for the Marketing Education licensure in the United States. The program and its faculty are recognized nationally for its curriculum, its faculty leadership within the national marketing and business education professional organizations and specifically for its practices in preparing teachers for their roles as co-op teacher coordinators and career and technical student organization advisement.
III. Process Followed for Current Review:

The PRC Chair met with the dean, program director and chair of the primary department to discuss the review process. The PRC consultants also met with the program director to review the procedures and offer assistance. Data regarding several aspects of the program were collected from students, key instructors within and outside the department, program committee members and program graduates through surveys. The data were analyzed and returned to the program directors and PRC members. The program director then completed the self-study report and presented the report to the PRC. The consultants then wrote the recommendation report. This report was forwarded to the dean for his response. The PRC reviewed the dean’s response, approved the recommendation report and forwarded the report to the Faculty Senate.

IV. Previous Review 2002-03:

The previous PRC review of the B.S. Marketing & Business Education program was conducted during academic year 2002-03. That report was written by Charlie Baird and George Smeaton. The committee’s recommendations as well as the applicable responses are submitted below:

Previous Recommendations for Program Director

1. Review MEBE program requirements to determine if reductions in the credit requirements can be made while still effectively preparing students for marketing and business education careers.

Response from the Program Director

Determine if reductions in the credit requirements are feasible. The Marketing and Business Education program meets the 124 credit requirements for the Marketing only certification core program (124 credits). In an effort to meet both Marketing and Business Education certification requirements for the State of Wisconsin, students take additional courses. This brings the dual certified graduate to 143 total program credits. Graduates of the comprehensive program, in essence, complete two majors while pursuing the additional Business Education certification.

Program modifications will be entertained as the Wisconsin Department of Public Instruction alters requirements for these teaching certifications. It is anticipated that there may be an eventual convergence of the two licenses. It is conceivable that such a change will redefine technical requirements required to teach the content area.

2010 Summation of Consultants: Program credit requirements have remained unchanged due to licensure requirements.

2. Work to improve lines of communication between faculty and students. In particular, the program should explore new ways of conveying program and course requirements to students, and the challenges associated with the combined MEBE major. In addition, when instances of duplication of content across these courses represent necessary reinforcement on concepts, the necessity of reviewing these content areas should be clearly explained to the students.

Response from the Program Director

Improve lines of communication between faculty and students. The MBE program continues to refine its communications venues. Currently, mandatory advisement meetings are conducted during the University scheduled advisement days. In addition, the program director and program faculty share individual advisement. Each faculty member (2) is assigned a specific section of MBE program students (50 per advisor) for individualized student advisement. In addition the program relies on email distribution of information pertinent to all students. Program faculty will continually focus on providing students with timely information and ways for students to be heard.
Recent program revision will further streamline the advisement process for students. In the past, course substitutions and course availability for the Business Education certification track caused a level of stress for students. This was remedied through the development of two new courses (MEDIA 365 and MEDIA 366) that replace a series of courses that were used to meet the technical applications requirements of the certification.

In response to course content duplication the program will map core concepts that are taught in each of its MBE program courses. This will allow instructional staff to clearly identify how the course objectives are being met, at what level, and specific artifacts that will document the knowledge, skills, and dispositions. Although there are no course objective duplications, some concepts may have been covered in too much depth in multiple courses. The remedy is well underway and will yield positive results on future PRC reviews.

**2010 Summation of Consultants:** Since the previous review, mandatory advisement meetings conducted by the full time faculty have been implemented, communicating licensure and program requirements.

3. Determine appropriate program size given the resources available to it, and work to achieve and/or maintain that size.

***Response from the Program Director***
Please refer to the Dean’s response below.

**2010 Summation of Consultants:** Given the current market, difficulty of attracting students, and current staff allocations, the ideal program size would appear to be 100 students.

**Previous Recommendations for Department Chair**

1. Continue to work to reduce course redundancy and duplication. Specifically, all reasonable efforts should be made to eliminate unnecessary duplication from the following courses: MEBE 301 and 401; CTSO, VTAE, and Coop; and MEBE 201 and 202. When instances of duplication of content across these courses represent necessary reinforcement of concepts, the necessity of reviewing these content areas should be clearly explained to students.

***Response from department chair:***
The Department Chair will discuss the duplication of material with the Program Director and those who teach the courses. The Chair will begin steps to remedy duplication and forward recommendations to the Dean of the School of Education, as these courses will be housed in the SOE as of July 1, 2003.

**2010 (year) Summation of Consultants:** Continued efforts are being made to eliminate course duplication where needed. Full time faculty is communicating the rationale for content overlap to students, which is consistent with the developmental nature of the student. The program faculty has designated considerable curriculum revision across all courses (2003 full program curriculum revision including update of all courses and their objectives). Additionally, program faculty are exploring a likely program revision for 2011 to address curriculum overlap and gaps uncovered during the 1009 DPI and NCATE self-study.

**Previous Recommendations for Dean**

1. Determine appropriate program size given the resources available to it, and work to achieve and/or maintain that size.
Response from dean:
The College of Technology, Engineering and Management has been devoted to enrollment management activities over the past three years. Determining the “right size” for each of its programs has been challenging, including for the Marketing and Business Education program. As noted in its report, the program has increased enrollment from 102 students in 1995 to 157 students in 2002. While the overall review of the program is positive, serving 157 students with a staff of 2.25 FTE is challenging. Based on experience with it and other programs, the best size for the program is probably around 135 to 145.

As all education programs move toward achieving full approval under the DPI PI 34 rule, achieving the right size enrollment for MBE will be aided with the implementation of program admission benchmarks. Benchmark I, which requires all students to achieve a 2.75 GPA and 3 pass the PPST (Pre-professional Skills Test), will reduce the total number of program students to the desired enrollment of 135 to 145 through attrition.

2010 Summation of Consultants: Given the current market, difficulty of attracting students, and current staff allocations, the ideal program size would appear to be 100 students.

V. Current Year (2010) Program Review:

<table>
<thead>
<tr>
<th>Program Strengths</th>
<th>Source</th>
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<tbody>
<tr>
<td>1. This program prepares graduates to either become licensed in Wisconsin or Minnesota for educators.</td>
<td>Program Director (PD)</td>
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<td>2. Graduates are also able to enter industry in marketing and business areas.</td>
<td>Self-study report</td>
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<td>3. Course overlap has decreased significantly since the last PRC review in 2003.</td>
<td>UW-Stout placement office; PD Self-study report</td>
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<td>4. Instructors in program provide current and relevant information.</td>
<td>Student survey</td>
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<td>5. Communication has improved with students for their understanding the reasoning of a higher number of credits to graduate as well as receiving three licenses.</td>
<td>PD Self-study report</td>
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<td>6. Increased effectiveness of advising students.</td>
<td>Student survey</td>
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<td>7. The program has a very active advisory committee.</td>
<td>PD Self-study report</td>
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<td>8. Students in the program have a higher academic caliber than previous years.</td>
<td>PD Self-study report</td>
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<td>9. Students feel comfortable with faculty and classmates due to program and class sizes.</td>
<td>Student surveys</td>
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<td>10. Critical thinking skills are encouraged.</td>
<td>Student surveys</td>
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<td>11. Technology is integrated throughout the program curriculum.</td>
<td>PD Self-study report</td>
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**Issues of Concern**

1. Program is currently below the target enrollment of 100 students.  
   **Source**: PD Self-study report

2. With diminishing budgets, will funding continue to be available to maintain necessary access to information technology required for its business education certification component?  
   **Source**: PD Self-study report

3. Advocate for MBE as a viable career option with young adults during these economic times.  
   **Source**: Advisory committee survey

4. Program requirements unable to be completed in a reasonable timeframe.  
   **Source**: Student survey; advisory committee survey; PD Self-study report

**Recommendations for the Program Director**

1. Develop implementation strategy for reaching target enrollment of 100 students.

2. Continue to advocate for MBE as a viable career option and look at alternative strategies for recruiting new students.

3. Continue efforts to communicate program requirements and timelines to students through the use of a checklist and course matrix.

**Recommendations for the Chair(s) of the School of Education**

1. Work with program director to identify and secure funding for maintaining current technology needed for the MBE program.

2. Work with program director to ensure needed course availability for MBE program.

**Recommendations for the Dean of the School of Education**

1. Ensure funding availability for maintaining current technology needed for the MBE program.

2. Work with Program Director to develop an implementation strategy for reaching target enrollment of 100 students.