February 21, 2011

Gerald S. McDougall
Dean
Southeast Missouri State University
Donald L. Harrison College of Business
One University Plaza
Cape Girardeau, MO 63701-4799

Dear Dean McDougall,

It is my pleasure to inform you that the peer review team recommendation to extend maintenance of accreditation for the undergraduate and master’s degree programs in business offered by Southeast Missouri State University is concurred with by the Maintenance of Accreditation Committee and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of the school.

One purpose of peer review is to stimulate further continuous improvement of quality programs. As noted in the team report, Southeast Missouri State University is to be commended on the following strengths and effective practices:

1. The Harrison College of Business demonstrates an extensive commitment to increasing the opportunities and student involvement in International Study experiences. One good example is the travel study grants provided annually to one student from each of the College’s student organizations (@$2000). These grants fund students’ participation in short-term immersion and long-term group study abroad experiences. One desired outcome is to convert students from short-term into semester-long study abroad. The conversion rate of short-term to long term study is about 30%.
2. Dempster Hall is a beautiful facility with spaces that facilitate interaction among faculty and students in both formal and informal settings. The atrium area is utilized by groups across campus, building community across colleges. Classrooms are designed for flexible use and the technology is state-of-the-art. The building reinforces the quality and values of the College.
3. Harrison College efforts to reach out to the St. Louis business community are notable. The organization of the Corporate Planning Council enhances the St. Louis corporate connection to the College and increases College visibility, as does the St. Louis placement of a College advancement officer. In addition, the St. Louis Interview Days provide student opportunities to obtain employment in the greater St. Louis area.
4. The optional Passport Program is an innovation that enhances student involvement in co-curricular activity. This program provides a foundation for professional growth and networking opportunities while engaging the students more fully with the campus.

Additionally, in the interest of continuous improvement, Southeast Missouri State University should closely monitor the following items and incorporate them in your ongoing strategic planning initiatives:
1. The Peer Review Team (PRT) and Maintenance of Accreditation Committee (MAC) have concerns regarding your school's AQ criteria. Particularly, the phrase 'or equivalent' in your faculty definition is ambiguous and could be clarified. Additionally, the definition for administrators is written in a way that these individuals could maintain AQ status by receiving positive annual evaluations in their administrative role and by attending professional or academic conferences. While the standards do allow for different expectations for administrators, the PRT and MAC recommend that you strengthen the AQ/PQ standards to reflect rising research expectations and encourage increased productivity and quality. You may wish to benchmark your peer institutions as you are revising these criteria. Furthermore, your school should develop a better process for tracking and communicating AQ/PQ status to individual faculty members on a regular basis (Standard 10: Faculty Qualifications).

2. Your school should also work on further articulating the expectations pertaining to participating and supporting standards. These expectations should include specific activities faculty should be engaged in to be classified as Participating (Standard 9: Faculty Sufficiency).

Southeast Missouri State University has achieved accreditation for five additional years. The next on-site maintenance review occurs in the fifth year, 2015-2016. A timeline specific to your visit year is attached. Please note that your Maintenance Review Application will be due on July 1st, two years prior to your review year. This application initiates the maintenance process. In this application you will be expected to provide an update on progress in addressing the concerns stated above in addition to other relevant information for initiation of the next maintenance review.

Please refer to the Maintenance of Accreditation Handbook for more information regarding the processes for maintenance of accreditation. The handbook is evolving and will be updated frequently to provide the most current process improvements. Please monitor the website to make certain that you have the most current version.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the maintenance of accreditation process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,

Andrew Policano, Chair
Board of Directors

cc: Peer Review Team
    Christine Clements, Team Chair
    Ron Shiffler, Team Member
    James Jordan-Wagner, Team Member
SCOPE OF ACCREDITATION
Maintenance of Accreditation December 2010

Name of Institution:
Southeast Missouri State University

Name of Business Academic Unit:
Donald L. Harrison College of Business

List of Degree Programs Reviewed:
BSBA
BSBA degree w/major in Organizational Administration (Online)
MBA
MBA- General Management Option (Online)
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<td>• Submit List of Degree Programs including Catalogs</td>
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<td>• Work with AACSB to select Peer Review Team from peer and aspirant groups</td>
<td>• Submit Policies for Faculty Management, including Non-Tenure Track Faculty</td>
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<td>• Submit request for exclusion of degree programs including justification for the request</td>
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<td>• Work with AACSB to set the visit date</td>
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<td>• Submit List of Comparison Groups (Peer, Competitive, and Aspirant)</td>
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