

## PROGRAM REVIEW

February 7, 2011

UNIT Management Information Systems DEPARTMENT Acct & Mgmt Info COLLEGE Harrison College of Business

GRADUATE \_\_\_\_\_ UNDERGRADUATE X

UNIT CONTACT PERSON \_\_\_\_\_

CHAIRPERSON SIGNATURE \_\_\_\_\_

DEAN SIGNATURE \_\_\_\_\_

### EXECUTIVE SUMMARY UNDERGRADUATE

- The number of MI BSBA majors has significantly declined since the 2005 Program Review and continued to decline throughout the AY07-AY09 period under review. On the positive side, the number of BSBA PREBUS students identifying MIS as a major is increasing and the number of MI Minor has remained constant.
- Three key MI faculty are responsible for a core undergraduate business service course (MI 375) and a graduate MBA service course. Other faculty pick up slack on an as needed basis.
- Average Major class size and faculty SCH ratios are well below College and University norms.
- The low enrollment problem in Management Information Systems is not unique to SEMO. It is being experienced across North America despite evidence that the skill set remain in demand. There is a possibility that the found in Computer Science programs are favored by the market or that potential students are apprehensive that technology positions are too easily outsourced to countries with lower wage structures.
- MI faculty have initiated a variety of aggressive countermeasures to market the MI Program to students and to recruit students who have an interest in the field.
- MI faculty are seeking out programmatic ties in support of other majors (such as Accounting) to increase enrollments.
- MI faculty are benchmarking their Program against other MI programs that have taken unique steps and succeeded at expanding enrollments (in particular, Illinois State and Baylor). These discussions have MI faculty considering moving the bulk of the MI program to an online format.

Program Review Final University Committee Chair Comments

## I. SIZE, SCOPE, AND PRODUCTIVITY OF THE PROGRAM

### Briefly describe the depth and breadth of your unit's offerings (Undergraduate).

Faculty from the Management Information Systems discipline teach both support and core courses. MI375 (Management Information Systems) is the key support course required of all business majors. Enrollments in sections of MI375 average 149 per semester, with 4-5 sections offered in Fall and Spring. This figure is up from 98.6 in the 2005 Program Review. Sections of MI375 are offered during all three sessions and at least one online section is offered each semester. Other undergraduate courses taught in the MIS major include:

- MI410 Business Database Systems
- MI420 Telecommunication Management
- MI430 Knowledge based Decision Support Systems (cross-listed with Computer Science)
- MI439 Electronic Commerce
- MI440 Web Design for Electronic Commerce
- MI445 Systems Analysis and Design (cross-listed with Computer Science)
- MI464 Systems Implementation and Practice (substituted by UI 450 a)

SIZE and SCOPE DATA UNDERGRADUATE							
Measure	Minimum	Aspirational Target	Year				
			AY07	AY08	AY09	4	5
Majors UNIT Total	30	56	56	46	36		
Management Information Systems [BSBA PREBUS/BSBA/MISY]			12	15	22		
Management Information Systems [BSBA/BSBA/MISY]			44	31	14		
Minors UNIT Total			17	14	20		
Computer Networking Minor			17	14	17		
Management Info Systems Minor			0	0	3		
Completers UNIT Total	5	7	9	14	5		
Management Information Systems [BSBA PREBUS/BSBA/MISY]			0	1	0		
Management Information Systems [BSBA/BSBA/MISY]			9	13	5		
% Completion Rate 6 YR	31	52	0	100	75		
Unit - % Retention FS YR 1 -- F YR 2	53	53	57	67	0		
Unit - % Retention FS YR 3 -- F YR 4	48	79	81	78	67		
UNIV - % Retention FS YR 1 -- F YR 2			71	67	0		
UNIV - % Retention FS YR 3 -- F YR 4			94	100	87		
SCH On Campus FS			1,068	1,074	1,104		
SCH Off Campus FS			0	0	0		
SCH Total FS			1,068	1,074	1,104		
SCH Summer On and Off Campus			69	96	72		
SCHR (SCH ratios) On Campus Fall/Spring	240	300	170	174	197		

SCHR (SCH ratios) Off Campus Fall/Spring	240	0	0	0	0		
SCHR (SCH ratios) Total	300	300	170	174	197		
Delaware SCHR			267	227			
% of Sections with Enrollment < 10 (GR < 8)	5	2	41	37	42		

### Area of Concern for Size and Scope Data (Undergraduate)

Majors and graduates. The number of MI BSBA majors has declined from 56 in AY 07 to 46 in AY08 to 36 in AY09. The three year average of enrollment (46.0) represents 82% of the aspiration target identified by the University. On the positive side, the number of BSBA PREBUS students identifying MIS as a major has increased from 15 in AY 08 to 22 in AY09. MIS BSBA graduates were 9, 13, and 4 in the AY07, AY08, and AY09, respectively. The 9.3 average number of graduates compares with 12.7 in the 2005 Program Review, a 27% reduction.

Minors. The number of MI Minors majors has held constant for the years under review at 17 in AY 07, 14 in AY08, and 17 in AY09.

Student progress. The MI three year average % completion rate within 6 years (58.3%) is higher than College or University norms, exceeding the aspiration target.

Class size. The percentage of courses with enrollments of 9 or less (around 40% for AY07-AY09) exceeds the University average of 22.7% (in AY09). Exhibit 1 shows the number of students in major coursework in AY07-AY09 time frame.

Exhibit 1. Students in MI Major Courses, AY07-AY09

200720082009

CourseSpringFallSpringFallSpringFall Avg.

MI4107638615.17

MI42086 7 77.00

MI440510456 6.00

MI445#13807846.67

MI4645853 5.25

MI575 3 3.00

Average6.256.604.005.756.004.005.43

# Includes Information Systems students from College of Science and Mathematics.

TEACHING PERSONNEL DATA UNDERGRADUATE							
	Minimum	Aspirational Target	AY07	AY08	AY09	Year 4	Year 5
Unit Full Time Faculty Number	1.00	3.00	4.00	4.00	3.00		
Unit Full Time Faculty Adjusted for Release	1.00	3.00	3.50	3.50	3.00		
Unit Full Time Faculty UG FTE			6.27	6.19	5.61		
Unit Regional Campus Faculty Number					0.00		
Other Teaching Personnel UG Number	0.00	1.00	0.00	0.00	0.00		
Other Teaching Personnel UG PTFTE	0.00	0.75	0.00	0.00	0.00		

### Area of Concern for Teaching Personnel Data (Undergraduate)

Two full-time tenured (Drs. Eom and Schwieger) and one full-time Instructor (Regina Smart) teach MI courses at SEMO. Another Instructor (Jill Young) teaches MIS courses on an as-needed basis. MI faculty teach students ranging primarily from juniors to graduate students, including a required MBA MI course.

As noted in an earlier question, one MI professor also routinely teaches a business capstone course, BA 490 (Business Policy and Procedures). At the graduate level, MI faculty teach a core required course for the graduate MBA program (BA 630, Integrated Decision Information Systems). Professor Schwieger also services as Advisor to the Association of Information Technology Professionals, a student organization.

The SCH Ratio for MI faculty was 170 in AY07, 174 in AY08, and 197 in AY09. The latter figure is about 2/3 of the aspirational target of 300.

COMPARISONS UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV
% Completion Rate 6 YR	54.41	50.77	53.20	50.82	48.36	47.04				
Unit - % Retention FS YR 1 -- F YR 2	56.19	62.68	50.22	63.69	51.63	66.03				
Unit - % Retention FS YR 3 -- F YR 4	81.37	82.78	81.49	83.34	74.66	82.34				
UNIV - % Retention FS YR 1 -- F YR 2	70.95	62.81	67.55	63.69	69.26	66.13				
UNIV - % Retention FS YR 3 -- F YR 4	85.51	83.02	87.01	83.73	82.77	82.40				
SCHR (SCH ratios) On Campus Fall/Spring	306.00	262.00	304.00	261.00	279.00	248.00				
SCHR (SCH ratios) Off Campus Fall/Spring	178.00	227.00	233.00	290.00	144.00	213.00				
SCHR (SCH ratios) Total	299.00	242.00	301.00	265.00	275.00	242.00				
% of Sections with Enrollment < 10 (GR < 8)	13.27	17.54	10.10	17.42	11.51	22.70				

SIZE and SCOPE DATA SUMMARY UNDERGRADUATE				
Measure	Mean	5 year Outcome	% of Aspiration Target	Trend
Majors UNIT Total	46.0	Needs Improvement	82.14	Declining
Management Information Systems [BSBA PREBUS/BSBA/MISY]	16.3			Improving
Management Information Systems [BSBA/BSBA/MISY]	29.7			Declining
Minors UNIT Total	17.0			Irregular
Computer Networking Minor	16.0			Irregular
Management Info Systems Minor	1.0			Improving
Completers UNIT Total	9.3	Aspiration	133.28	Irregular
Management Information Systems [BSBA PREBUS/BSBA/MISY]	0.3			Irregular
Management Information Systems [BSBA/BSBA/MISY]	9.0			Irregular
% Completion Rate 6 YR	58.3	Aspiration	112.17	Irregular
Unit - % Retention FS YR 1 -- F YR 2	41.3	Red Flag	77.98	Irregular
Unit - % Retention FS YR 3 -- F YR 4	75.3	Needs Improvement	95.35	Declining

UNIV - % Retention FS YR 1 -- F YR 2	46.0			Declining
UNIV - % Retention FS YR 3 -- F YR 4	93.7			Irregular
SCH On Campus FS	1,082.0			Improving
SCH Off Campus FS	0.0			Static
SCH Total FS	1,082.0			Improving
SCH Summer On and Off Campus	79.0			Irregular
SCHR (SCH ratios) On Campus Fall/Spring	180.3	Red Flag	60.11	Improving
SCHR (SCH ratios) Off Campus Fall/Spring	0.0	Red Flag	0	Static
SCHR (SCH ratios) Total	180.3	Red Flag	60.11	Improving
% of Sections with Enrollment < 10 (GR < 8)	40.0	Aspiration	2000	Irregular

## UNDERGRADUATE

### Brief Conclusion from Data

The MI major is caught in the vortex of a national trend of declining enrollment in MIS. The reasons for the trend are identified as:

- weaker student interest in more technical and challenging degree areas,
- negative media coverage of outsourcing of MIS jobs, and
- difficult providing “relevant” work experience in the classroom and through internships,

Notwithstanding the trends in MIS enrollment, the demand in the marketplace for the skill set remains very strong. Thus, MI faculty are taking a wide variety of countermeasures to expand student interest. The measures will be described in other sections of this report.

### Additional Data or Comments

N/A

### Plan to Address

A variety of major strategic initiatives are underway to enhance the profile of the MI program within the University. Those initiatives included:

- Benchmarking program performance against other universities whose programs have been expanding. Specifically, faculty are contacting Baylor and Illinois State in Fall, 2009 and Spring, 2010 to discuss key ingredients to their recent success and determine if their strategies can be duplicated at SEMO.

- Explore potential improvement available by shifting a higher number of classes and even the major to online format. To this end,

a. MI 440 is being offered as online course in Spring 2010 to evaluate student interest.

b.Plans are made to survey Southeast student interest in online MIS option. To be completed by Feb. 2010.

- Connecting the MI Minor to the Accountancy Program where students need 150 hours to sit for the CPA Exam. The MI skill set is widely viewed as an excellent second major or minor for those with Accounting undergraduate degrees.

- Strengthened involvement with professional organization, AITP. AITP has grown from 1 student member to 6 members.

- oIncreased level of activity.

- &#61607;Involved in 2010 National AITP Collegiate Conference to be held in St. Louis

- &#61607;Attending monthly St. Louis Professional Chapter Business meetings

- &#61607;Philanthropy project – Bingo with Entrepreneur student group

- &#61607;Fund raising projects – Working with Dr. James Stapleton on a Web site update

- &#61607;Tour planned for later in the fall at Newell- Rubbermaid

- Engaged in discussions with MBA program (Dr. Ken Heischmidt) regarding what it would take to create a MBA concentration in MIS and engaged in discussion Dr. James Stapleton regarding a MIS elective that might be of interest to the Entrepreneurship program.

In addition, tactical steps are being undertaken to enhance the attractiveness and increase awareness of MI option with students. The steps include:

- Working with University Relations to develop professional promotional poster boards to post at three main entries into the College of Business Building.

- Communicate student success stories associated with MIS program. Regina Smart is currently working with current students and recent graduates to develop short promotional biographies to be posted on future bulletin boards, the department/major Web site, as well as possibly future promotional brochures.

- Developed a University Studies introductory MIS course in Spring 2009 to try to encourage students at an early level of their educational careers to consider MIS. Unfortunately, a moratorium has been imposed on new courses due to budget constraints.

- Advertise the major by various media, including posters, web pages, and e-mail blasts.

- Make personal contact with influencers in other majors. Faculty have visited the following classes:

- a. All on campus sections of AD101 during the Spring 2009 semester.

- b.AD101 section 7 of the Fall 2009 semester.

- c.All MIS professors have advertised both the major and minor in their sections of MI375 during the Fall 2009 semester.

- d.Dr. Humphrey’s section of Intermediate Accounting 1 during the Fall 2008 semester

- e.Arrangements are currently underway for classroom visits to Dr. Beard’s Intermediate Accounting I and II courses.

## **Brief Follow Up on Outcomes of Plans to Address from Last Review**

The MI program was last reviewed in March, 2005. These are the actions steps that have occurred to address outcomes of the last review.

Action 1: “Hardware and Software” and “Physical Design & Implementation in Emerging Environments” are missing in our MIS curriculum.

Although a specific course is not currently in the curriculum, content regarding hardware, software, and physical design and implementation are included in the curriculum of MI375 and BA630. In addition, in MI464, students reformat a hard drive and install an open source operating system and open source office suite software. They are then asked to reformat the hard drives and set the computers up as Windows-based machines. Dr. Carolyn Rainey has indicated interest in working with the MIS Curriculum Committee to incorporate AD210 into our program to address the hardware and software topics.

Action 2: Offering of ERP software.

When the program first started, through an educational consortium agreement with SAP, SAP was offered as part of MI464 – System Implementation. Due to its yearly licensing cost, the agreement was discontinued. During Dr. Wen’s tenure as chairperson, we started investigating the possibility of using Oracle ERP and/or Microsoft’s ERP solution entitled Microsoft Dynamics in our classes. The decision was made to incorporate both systems into our course work. Oracle ERP would

be incorporated into MI410 – Database Systems. Microsoft Dynamics would be incorporated into MI375. Since that time, we have secured an agreement with Microsoft to teach Dynamics in our courses, the software has been installed on the management.semo.edu server and Dana Schwieger attended the Microsoft Dynamics Convergence Conference in March 2009. Dr. Schwieger has been working with the system to try to determine how best to implement the software in the classroom.

Action 3: Reduction of total program hours to 120.

As far as I know, this action item has not been addressed. The program still has a 124 hour minimum requirement.

Action 4: Enhance the recruiting strategy around the BSBA and MBA degree programs.

The 2005 report indicates that a multimedia CD would be developed and distributed. This step has not been completed and its status uncertain. With regard to recruitment, during the Spring semester of 2009 Dr. Schwieger went to each on-campus section of AD101 and provided a short presentation describing MIS and AITP, the student professional club. In Fall 2009, Dr. Schwieger gave a short presentation to one section of AD101 and one section of AC331 - Intermediate Accounting emphasizing the value that a MIS minor could add to a program of study. Dr. Palmer created a document to be posted on the department's Web site and distributed to Accounting majors outlining possible paths to completing their 150 hour requirement. An option emphasizing MIS is included. Ms. Jill Young is working with University Relations to develop posters to display throughout the College of Business building highlighting the MIS program. Ms. Regina Smart has been interviewing students and writing short biographies to highlight the student success stories of our program. These stories will be incorporated into the department's Web site as well as advertising material. Individual members of the MIS curriculum committee have reviewed and continue to review the new departmental web site and have provided suggestions and content for improving the program's presence on the site.

#### **Program Review Final University Committee Chair Comments**

## II. REVENUE AND OTHER RESOURCES GENERATED BY THE PROGRAM

REVENUE DATA UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
All Courses - SCH Revenue					
On Campus FS	214,084.80	235,683.93	259,016.28		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	14,430.66	22,122.66	17,505.96		
Subtotal Revenue SCH	228,515.46	257,806.59	276,522.24		
All Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
All Courses - Total SCH and Fees	228,515.46	257,806.59	276,522.24		
Univ Studies Crses - SCH Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue SCH	0.00	0.00	0.00		
Univ Studies Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Univ Studies - Total SCH and Fees	0.00	0.00	0.00		
SER/BC/ROM Crses - SCH Revenue					
On Campus FS	181,309.35	204,291.45	232,604.76		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	13,837.47	22,122.66	16,115.88		
Subtotal Revenue SCH	195,146.82	226,414.11	248,720.64		
SER/BC/ROM Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue Fees	0.00	0.00	0.00		
SER/BC/ROM - Total SCH and Fees	195,146.82	226,414.11	248,720.64		
Major Courses - SCH Revenue					



On Campus FS	32,775.45	31,392.48	26,411.52		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	593.19	0.00	1,390.08		
Subtotal Revenue SCH	33,368.64	31,392.48	27,801.60		
Major Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Major Courses - Total SCH and Fees	33,368.64	31,392.48	27,801.60		
Unit Revenue External Grants	0.00	0.00	0.00		

SUMMARY UNDERGRADUATE

Measure	Mean	Trend
All Courses - SCH Revenue		
On Campus FS	236,261.67	Improving
Off Campus FS	0.00	Static
Summer On and Off Campus	18,019.76	Irregular
Subtotal Revenue SCH	254,281.43	Improving
All Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
All Courses - Total SCH and Fees	254,281.43	Improving
Univ Studies Crses - SCH Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue SCH	0.00	Static
Univ Studies Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Univ Studies - Total SCH and Fees	0.00	Static
SER/BC/ROM Crses - SCH Revenue		
On Campus FS	206,068.52	Improving

Off Campus FS	0.00	Static
Summer On and Off Campus	17,358.67	Irregular
Subtotal Revenue SCH	223,427.19	Improving
SER/BC/ROM Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue Fees	0.00	Static
SER/BC/ROM - Total SCH and Fees	223,427.19	Improving
Major Courses - SCH Revenue		
On Campus FS	30,193.15	Declining
Off Campus FS	0.00	Static
Summer On and Off Campus	661.09	Irregular
Subtotal Revenue SCH	30,854.24	Declining
Major Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Major Courses - Total SCH and Fees	30,854.24	Declining
Unit Revenue External Grants	0.00	Static

## UNDERGRADUATE

### Brief Conclusion from Data

#### Program Major Courses

Exhibit 1 summarizes the program review cost and revenue data from MI Program Major courses. As shown in the Exhibit, revenue from Program Major student credit hours has fallen modestly from \$33,369 in AY07 to \$31,392 in AY08 to \$27,802 in AY09. The average revenue for Program Student Credit Hours in AY07-AY09 is \$30,854. This figure compares to \$179,326 in the 2005 Program Review.

Further, Exhibit 1 shows that the costs associated with Program Major student credit hours were \$201,168 in AY07, \$220,632 in AY08, and \$167,587 in AY09. The average total unit cost for Program Major courses was \$227,317 in AY07-AY09 time frame. This compares to \$241,930 in the 2005 Program Review. Cost per SCH of MI major appears to have fallen in AY09, but remains above \$300. The number of Program SCHs has remain constant (around 650) for the past three years. Given the declining enrollment and relatively small number of MI majors, the cost per major (\$5,031 in AY09) is higher than either the University or College average.

Exhibit 1. Cost and Revenue Associated with MI Major Courses, AY07-AY09

MI Major Courses

	AY07A08	AY09	Avg.
Unit revenues	\$33,369	\$31,392	\$27,802
Unit cost	\$234,537	\$252,024	\$195,389
Net	-\$201,168	-\$220,632	-\$167,587
Additional data:			
Major course SCH650651647649			
Revenue per SCH	\$51	\$48	\$43
Cost per SCH	\$361	\$387	\$302
Net per Major SCH	-\$310	-\$339	-\$259
Majors	564	636	646
Cost per Major	\$4,188	\$5,479	\$5,427

### Service Courses

Exhibit 2 summarizes the program revenue and costs data for MI Service courses. Exhibit 2 shows that service course hours have steadily increased from 485 in AY07 to 527 in AY09. In corresponding manner, the revenue from Service course student credit hours has increased from \$195,147 in AY07 to \$226,414 in AY08 to \$248,721 in AY09. The average revenue for Service Student Credit Hours in AY07-AY09 is \$223,427. This is up from the 2005 Program Review which showed revenues of \$188,876. As of AY09, about 90% of the revenue is driven by the core "service course" of MI375.

Further, Exhibit 2 shows that the costs associated with Service course student credit hours were \$106,604 in AY07, \$127,047 in AY08, and \$119,119 in AY09. The average total unit cost for Program Major courses was \$117,590 in AY07-AY09 time frame. This compares to \$162,993 in the 2005 Program Review. Overall, the net profit from service courses has increased from \$88,543 in AY07 to \$129,602.

### Exhibit 2. Cost and Revenue Associated with MI Service Courses, AY07-AY09

#### MI Service Courses

	AY07A08	AY09	Avg.
Unit Revenues	\$195,147	\$226,414	\$248,721
Unit cost	\$106,604	\$127,047	\$119,119
Net	\$88,543	\$99,367	\$129,602
Additional data:			
Service course SCH485	512	527	508
Revenue per SCH	\$403	\$442	\$472
Cost per SCH	\$220	\$248	\$226
Net per Service SCH	\$183	\$194	\$246

### All MI Courses

Exhibit 3 summarizes the program revenue and cost data for all MI courses. As shown in the Exhibit 3, total revenue is in an upward momentum, going from \$228,515 in AY07 to \$257,807 in AY08 to \$276,522 in AY09. The average revenue for all MI credit hours in AY07-AY09 is \$223,427. This is down from the 2005 Program Review figure of \$3

### Additional Data or Comments

Total revenues from all MI courses averaged \$254,281 in AY07-AY09. In that same time frame, total costs from MI courses averaged \$344,907 in AY07-AY09. This is a financially challenging situation.

The dollars follow student credit hours (which, in turn, are a reflection of student interest in the major). As of AY09, the net loss is not dramatic. Faculty steps to enhance the major may turn the financial numbers toward a more positive direction while we await market conditions to improve and hire more students with this specialty.

### **Plan to Address**

As noted in Section 1 of this Report, a variety of strategic and tactical initiatives are underway to enhance the profile of the MI program within the University. Those initiatives included:

- Benchmarking program performance against other universities whose programs have been expanding.
- Exploring major improvements available by shifting a higher number of classes and even the major to online format.
- Various internal marketing initiatives by various media (including web).

### **Brief Follow Up on Outcomes of Plans to Address from Last Review**

See Section 1 “brief follow up” from last review.

### **Program Review Final University Committee Chair Comments**

### III. COSTS AND OTHER EXPENSES ASSOCIATED WITH THE PROGRAM

COSTS DATA UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
Cost Per Major	4,188.00	5,479.00	5,427.00		
Unit Costs per Major SCH - On campus FS	373.00	399.00	314.00		
Unit Costs per Major SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Major SCH - Summer	145.00	236.00	106.00		
Unit Costs per Major SCH - Overall	361.00	387.00	302.00		
Unit Costs for Major Crses - On campus FS	229,752.00	240,699.00	191,254.00		
Unit Costs for Major Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Major Crses - Summer	4,785.00	11,325.00	4,135.00		
Unit Costs for Major Crses - Overall	234,537.00	252,024.00	195,389.00		
Unit Costs per Univ Studies SCH - On campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Summer	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Overall	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - On campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Summer	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Overall	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - On campus FS	226.00	249.00	232.00		
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Summer	145.00	236.00	125.00		
Unit Costs per SER/BC/ROM SCH - Overall	220.00	248.00	226.00		
Unit Costs for SER/BC/ROM Crses - On campus FS	101,820.00	115,723.00	114,984.00		
Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Summer	4,785.00	11,325.00	4,135.00		
Unit Costs for SER/BC/ROM Crses - Overall	106,604.00	127,047.00	119,119.00		
Unit Costs per All SCH - On campus FS	310.00	334.00	277.00		
Unit Costs per All SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per All SCH - Summer	145.00	236.00	115.00		
Unit Costs per All SCH - Overall	301.00	326.00	267.00		
Unit Costs for All Crses - On campus FS	331,571.00	356,421.00	306,238.00		
Unit Costs for All Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for All Crses - Summer	9,570.00	22,650.00	8,270.00		
Unit Costs for All Crses - Overall	341,141.00	379,071.00	314,509.00		

COSTS COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Cost per Major	3,981.00	4,018.00	2,321.00		
University Cost per Major	3,297.00	3,345.00	2,083.00		
Delaware Study Cost/SCH Unit	236.00	264.00	0.00		
College Cost per Major SCHR	241.00	211.00	245.00		
University Cost per Major SCHR	204.00	214.00	231.00		
College Cost per Univ Studies SCHR	181.00	162.00	140.00		
University Cost per Univ Studies SCHR	153.00	108.00	106.00		
College Cost per SER/BC/ROM SCHR	112.00	156.00	125.00		
University Cost per SER/BC/ROM SCHR	121.00	130.00	117.00		
College Cost per all SCHR	181.00	186.00	197.00		
University Cost per all SCHR	153.00	155.00	161.00		

SUMMARY UNDERGRADUATE		
	Mean	Trend
Cost Per Major	5,031.33	Irregular
Unit Costs per Major SCH - On campus FS	362.00	Irregular
Unit Costs per Major SCH - Off campus FS	0.00	Static
Unit Costs per Major SCH - Summer	162.33	Irregular
Unit Costs per Major SCH - Overall	350.00	Irregular
Unit Costs for Major Crses - On campus FS	220,568.33	Irregular
Unit Costs for Major Crses - Off campus FS	0.00	Static
Unit Costs for Major Crses - Summer	6,748.33	Irregular
Unit Costs for Major Crses - Overall	227,316.66	Irregular
Unit Costs per Univ Studies SCH - On campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Off campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Summer	0.00	Static
Unit Costs per Univ Studies SCH - Overall	0.00	Static
Unit Costs for Univ Studies Crses - On campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Off campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Summer	0.00	Static
Unit Costs for Univ Studies Crses - Overall	0.00	Static
Unit Costs per SER/BC/ROM SCH - On campus FS	235.66	Irregular
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	Static
Unit Costs per SER/BC/ROM SCH - Summer	168.66	Irregular
Unit Costs per SER/BC/ROM SCH - Overall	231.33	Irregular
Unit Costs for SER/BC/ROM Crses - On campus FS	110,842.33	Irregular

Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	Static
Unit Costs for SER/BC/ROM Crses - Summer	6,748.33	Irregular
Unit Costs for SER/BC/ROM Crses - Overall	117,590.00	Irregular
Unit Costs per All SCH - On campus FS	307.00	Irregular
Unit Costs per All SCH - Off campus FS	0.00	Static
Unit Costs per All SCH - Summer	165.33	Irregular
Unit Costs per All SCH - Overall	298.00	Irregular
Unit Costs for All Crses - On campus FS	331,410.00	Irregular
Unit Costs for All Crses - Off campus FS	0.00	Static
Unit Costs for All Crses - Summer	13,496.66	Irregular
Unit Costs for All Crses - Overall	344,907.00	Irregular

## UNDERGRADUATE

### **Brief Conclusion from Data**

Both revenue and cost data are discussed simultaneously in Section II.

### **Additional Data or Comments**

Both revenue and cost data are discussed simultaneously in Section II.

### **Plan to Address**

The costs to teach MI courses are in line with their historic norms. It would be difficult to lower these costs and maintain the quality of the program that has been established.

### **Brief Follow Up on Outcomes of Plans to Address from Last Review**

N/A

### **Program Review Final University Committee Chair Comments**

#### IV. CONTRIBUTION TO UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS

UNIT SCH FROM UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS					
	AY07	AY08	AY09	Year 4	Year 5
University Studies: On Campus FS	0	0	0		
University Studies: Off Campus FS	0	0	0		
University Studies: Summer	0	0	0		
University Studies: Total	0	0	0		
Services: On Campus FS	0	0	0		
Services: Off Campus FS	0	0	0		
Services: Summer	0	0	0		
Services: Total	0	0	0		
ROM: On Campus FS	54	30	45		
ROM: Off Campus FS	0	0	0		
ROM: Summer	0	0	0		
ROM: Total	54	30	45		
Business Core: On Campus FS	849	900	945		
Business Core: Off Campus FS	0	0	0		
Business Core: Summer	66	96	66		
Business Core: Total	915	996	1,011		

UNIT SCH SUMMARY		
Measure	Mean	Trend
University Studies: On Campus FS	0.0	Static
University Studies: Off Campus FS	0.0	Static
University Studies: Summer	0.0	Static
University Studies: Total	0.0	Static
Services: On Campus FS	0.0	Static
Services: Off Campus FS	0.0	Static
Services: Summer	0.0	Static
Services: Total	0.0	Static
ROM: On Campus FS	43.0	Irregular
ROM: Off Campus FS	0.0	Static
ROM: Summer	0.0	Static
ROM: Total	43.0	Irregular
Business Core: On Campus FS	898.0	Improving
Business Core: Off Campus FS	0.0	Static



Business Core: Summer	76.0	Irregular
Business Core: Total	974.0	Improving

## UNDERGRADUATE

### **Brief Conclusion from Data**

MI majors accounted for, on average, 898 SCHs in the business core in the AY07-AY09 time frame.

### **Additional Data or Comments**

All MI majors take significant hours in the “business core” to complete their degree.

### **Plan to Address**

N/A

### **Brief Follow Up on Outcomes of Plans to Address from Last Review**

N/A

### **Program Review Final University Committee Chair Comments**

## V. EXTERNAL DEMAND

EXTERNAL DEMAND DATA UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
<b>ACT DATA</b>										
	N	ACT	N	ACT	N	ACT	N	ACT	N	ACT
No. Identifying Planned Major										
UNIT Totals			292	21.83						
COMPUTER & INFO SCI GEN [560]			284	21.90						
MANAGEMENT INFO SYSTEMS [462]			8	19.50						
No. of ACT Scores to Southeast										
UNIT Totals			28	21.80						
COMPUTER & INFO SCI GEN [560]			28	21.80						
MANAGEMENT INFO SYSTEMS [462]			0	0.00						
Yield: No. Enrolled at Southeast										
UNIT Totals			6	23.00						
COMPUTER & INFO SCI GEN [560]			6	23.00						
MANAGEMENT INFO SYSTEMS [462]			0	0.00						

SUMMARY UNDERGRADUATE		
	Mean	Trend
Yield: No. Enrolled at Southeast		
UNIT Totals	23.0	
COMPUTER & INFO SCI GEN [560]	23.0	
MANAGEMENT INFO SYSTEMS [462]	0.0	

Additional Data Available at [http://www.missourieconomy.org/occupations/occ\\_proj.stm](http://www.missourieconomy.org/occupations/occ_proj.stm)

### UNDERGRADUATE

#### Brief Conclusion from Data

Eight people identified Management Information Systems and 284 identified “Computer and Information Science” as a “planned major.” None of the students expressing an interest in the MIS major enrolled at Southeast and 2% (6) of the Computer and Information Science students are now at SEMO.

#### Demand

According to the Occupational Outlook Handbook, 2008-2009 Edition for jobs as computer system analysts and information technology jobs, employers generally prefer a bachelor’s degree in computer science, information science, or management information systems (MIS). Employers in a business environment seek bachelor

degrees in a business-related field such as MIS and look for people with experience relevant to the job. Employment is expected to increase much faster than the average and more new jobs are expected to be available in many MIS-related areas as organizations continue to adopt increasingly sophisticated technologies. Employers will need workers capable of implementing the newest technologies. Employers usually look for people who have broad knowledge of business and business systems and related computer systems and technologies, strong problem-solving and analytical skills, and the ability to think logically as well as good interpersonal skills.

Employment in MI-related fields is expected to grow much faster than the average for all occupations, particularly for computer systems analysts with an estimated 29% growth from 2006 to 2016 and approximately 146,000 new jobs that are expected to arise. The Occupational Outlook Handbook, 2008-2009 Edition states that “Job prospects should be very good. Job opening will occur as a result of strong job growth and from the need to replace workers who move into managerial positions or other occupations, or who leave the labor force.” The Handbook also states that, “Because employers continue to seek computer specialists who can combine strong technical skills with good interpersonal skills and business skills, graduates with non-computer-science degrees who have had courses in computer programming, systems analysis, and other information technology subjects also should continue to find jobs in computer fields.”

According to Tomorrow’s Jobs, “Employment in computer systems design and related services will grow by 38.3 percent and add nearly one-fourth of all new jobs in professional, scientific, and technical services. Employment growth will be driven by the increasing reliance of businesses on information technology and the continuing importance of maintaining system and network security. Management, scientific, and technical consulting services also will grow at a staggering 78 percent and account for another third of growth in this supersector.”

Other growth areas related to MI include:

- electronic commerce and the integration of Internet technologies into business,
- computer networking, including demand for network systems and data communications analysts who are knowledgeable about systems integration and network, data, and communications security.
- cybersecurity.

Exhibit 1 below displays the Bureau of Labor Statistics’s projections for the performance of specific occupations through 2016. Double digit growth was expected to take place in almost all technology associated occupations with seven occupations projected to experience at least 25% growth over the next decade.

Exhibit 1. Technology-Oriented Occupational Employment and Job Openings, 2006-2016  
(in thousands)

Occupation	2006	2016	Percent
Network systems & data co			

### Additional Data or Comments

Inasmuch as any hiring is going to take place over the next three years, MI graduates are in as good or better shape to locate a job.

There does not appear to be any doubt the information technology skills are valued in the marketplace. The important questions are: (1) does SEMO have the appropriate personnel and program to impart the desired information technology skill set valued by the market, and (2) do students in Missouri and elsewhere view SEMO as the appropriate school to obtain the MI skill set? More generally, one can question why U.S. students have lost interest in this major when the market is in need of the skill set. There is a possibility that an MIS degree emanating from Colleges of Business across the U.S. is not perceived as having the requisite rigor found in Computer Science programs and thus not giving the graduate the leverage they need in the marketplace. In addition, there may be a degree of apprehension that technology positions are too easily outsourced to Asian countries with significant cost advantages. MI faculty are evaluating these and other questions intensely and planning and taking appropriate action steps.

**Plan to Address**

N/A

**Brief Follow Up on Outcomes of Plans to Address from Last Review**

N/A

**Program Review Final University Committee Chair Comments**

## VI. QUALITY OF PROGRAM INPUTS

UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
ACT	23.67	0.00	0.00		
Selected Merit Scholarships	1.00	0.00	0.00		
High School GPA	2.97	0.00	0.00		
CBASE Composite	0.00	0.00	0.00		
CBASE English	0.00	0.00	0.00		
CBASE Math	0.00	0.00	0.00		
CBASE Science	0.00	0.00	0.00		
CBASE Social Studies	0.00	0.00	0.00		
CBASE Writing	0.00	0.00	0.00		

COMPARISONS UNDERGRADUATE															
	AY07			AY08			AY09			Year 4			Year 5		
	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT
ACT	22.16	22.24	21.10	0.00	0.00	21.20	0.00	0.00	21.10						
High School GPA	3.23	3.31		0.00	0.00		0.00	0.00							
CBASE Composite	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE English	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Math	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Science	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Social Studies	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Writing	0.00	0.00		0.00	0.00		0.00	0.00							

SUMMARY UNDERGRADUATE		
Measure	Mean	Trend
ACT	23.67	Irregular
High School GPA	2.92	Irregular
CBASE Composite	0.00	Static

### UNDERGRADUATE

**Brief Conclusion from Data**

ACT scores of MI students in AY 07 (23.7) are higher than either the University (22.2), College (22.2) or national average (21.1).

**Additional Data or Comments**

The students attracted to the MI Program are outstanding. The MI plans to make the Minor more attractive to Accounting students will bring in additional outstanding students (see Section I).

**Plan to Address**

N/A

**Brief Follow Up on Outcomes of Plans to Address from Last Review**

N/A

**Program Review Final University Committee Chair Comments**

## VII. QUALITY OF PROGRAM OUTPUTS

WP003 UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	N	%	N	%	N	%	N	%	N	%
>= 9.5 (superior)	0	0.00	1	16.66	2	22.22				
8.0 - 9.0 (proficiency)	9	60.00	1	16.66	6	66.66				
7.0 - 7.5 (marginal pass)	4	26.66	4	66.66	1	11.11				
< 7.0 (fail)	2	13.33	0	0.00	0	0.00				
Unit First Time Pass Rate	14	93.33	5	83.33	9	100.00				
Unit Mean	15	7.73	6	7.83	9	8.55				

WP003 COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Mean	8.21	8.31	8.30		
College Pass Rate	96.98	98.93	98.52		
University Mean	8.25	8.34	8.35		
University Pass Rate	97.99	98.74	98.23		

DISCIPLINE SPECIFIC UNDERGRADUATE						
		AY07	AY08	AY09	Year 4	Year 5
MFAT (Majors Only)						
MF10: MFAT Business-Tot	Southeast	150.75	151.90	155.50		
	Comparison					
MFAT (All Majors)						
MF10: MFAT Business-Tot	Southeast	154.28	154.28	153.12		
	Comparison					

WP003 SUMMARY UNDERGRADUATE		
Method	Mean	Trend
WP003 Mean	8.00	Improving

DISCIPLINE SPECIFIC SUMMARY UNDERGRADUATE		
Method	Mean	Trend
MFAT (Majors Only)		
MF10: MFAT Business-Tot	152.14	Improving
MFAT (All Majors)		
MF10: MFAT Business-Tot	153.92	Declining

## UNDERGRADUATE

### Brief Conclusion from Data

On the WP003, 93%, 83%, and 100% passed on first time in AY07, AY08, and AY09, respectively. The mean score on the test is 7.7, 7.8, and 8.6 in AY07, AY08, and AY09, respectively. The latter score exceeds the College and University averages of 8.3. The MFAT score for MI majors also exceeded the College average in AY09.

### Additional Data or Comments

There are other measures of quality output we maintain internally. For example, MI students score at or near College of Business average on the “Critical Thinking Skills Among Business Majors California Test of Critical Thinking.” In AY09, MI majors had an average score of 17.0 and all College of Business majors had an average of 16.9

Most importantly, MI graduates have obtained jobs at Boeing, Defense Information Systems Agency, Maritz, Rubbermaid, and the National Geospatial-Intelligence Agency, as well as local companies, such as the McGill Marketing Group and Cape Radiology. In addition, many go on to graduate programs, primarily across the Midwest.

MI graduate appear to have the academic training required to get to the next level (an entry-level position).

### Plan to Address

N/A

### Brief Follow Up on Outcomes of Plans to Address from Last Review

N/A

### Program Review Final University Committee Chair Comments



## VIII. CURRENCY OF CURRICULUM

### UNDERGRADUATE

#### **What steps have you taken to ensure that your programs and courses are up-to-date and effective?**

MIS faculty have monthly and as-needed meetings to discuss issues related to the MIS curriculum.

- Faculty members regularly review course offerings and content to reflect current and emerging technology.
- Course syllabi are regularly updated for all MIS courses.
- Courses taught by multiple instructors are reviewed and updated through discussion to create consistent content across multiple sections.
- Benchmarking efforts are ongoing to learn from MIS programs such as Illinois State University and Baylor University which seem to be maintaining an upward enrollment trend during times of declining enrollment.
- Research and discussion related to the option of a regular on-online rotation of MIS courses and/or an online MIS major are being conducted.

MIS faculty practice an on-going strategy of professional development and learning new technology to incorporate in MIS courses to maintain currency and professional skills through.

- Formal technology training.
- Providing consulting and systems development to regional businesses.
- Attendance and participation in professional research and practitioner conferences and workshops.
- Self study.

Finally, there are other facts about the MI program that are pertinent with respect to the evaluation of the curriculum, as follows:

- The Association of Information Technology Professionals has been in existence on the campus of Southeast Missouri State University for three years. During that time, we have had students attend the national collegiate conferences as well as compete in the competitions each year.
- One hundred percent of the MIS faculty utilize components of the Online Instructor Suite.
- The Department Technology Plan, which is updated annually, insures that faculty have appropriate hardware.

#### **Program Review Final University Committee Chair Comments**

## **IX. IMPACT, JUSTIFICATION, AND OVERALL ESSENTIALITY TO THE SOUTHEAST MISSION**

### **UNDERGRADUATE**

The Management Information Systems (MIS) major is essential to the Southeast mission and to the Harrison College of Business. The MIS major exposes students to various topics to help the students understand how computers fit into the business environment. Additionally, they help students understand how businesses can adapt their processes to a computer environment. Without this understanding and knowledge, students will have a void in their understanding of the business world.

Our society is heavily dependent on technology and the dependencies are increasing. The MIS program helps students develop skills they can use to explore opportunities to further the relationship between business and technology. The technologies used in businesses range from standalone computing, which can help businesses manage their internal tasks, to network computing, which can help businesses establish a web presence. The MIS program offers courses to ensure students are prepared to face the broad range of challenges and opportunities provided by computers in business.

All business students in the college take MI375 where they are introduced to a broad range of computer related topics such as careers for MIS majors, computer components, business intelligence, computer security, and computer networks. The MIS major continues with business technology courses that provide depth to topics introduced in MI375.

For example, MI420 exposes students to business communication techniques, specifically, business telecommunication. Business telecommunication topics include voice, data and video communications on local networks for internal communications and on the Internet for worldwide communications. Student projects include costing and designing video conferencing systems and security videos that students put on the Internet.

Additionally, students take the MI430 course and learn how to develop software programs to help businesses support decision-making based on data and technology. Technologies, specifically storage devices, provide opportunities for businesses to maintain vast amounts of history and customer information. Database technologies and processes, such as data mining are available for businesses to help them improve and maximize business growth. Students who complete this course have the knowledge to retrieve, organize, and report on the data so that business decision makers have a concise view of their business issues and successes.

These two examples are only part of the evidence that shows MIS topics are essential. Other examples include courses that help the student learn:

- how to design and maintain websites;
- how to manage IS projects; and
- how to install, maintain and upgrade computer systems and networks.

The MIS program continues to place students in internships with national companies such as Boeing, Rubbermaid, and the National Geospatial-Intelligence Agency, as well as local companies, such as McGill Marketing Group.

### **Program Review Final University Committee Chair Comments**

## **X. PLANNING FOR THE FUTURE**

**Given impending personnel and environmental changes, how do you envision the configuration of your unit in five years? What components would be phased out? What components would be reduced in size? What components will have grown? What new components will have been developed? What other units might be involved in the new components?**

### **UNDERGRADUATE**

Over the next five years, at least one of the three MI faculty members is likely to retire. Replacing one or more faculty with this skill set in the current market environment should not be a significant challenge.

No major changes in the curriculum content are planned nor are major changes in the Program's basic configuration expected. In this respect, the MI Program is constituted in a fashion similar to those all around the country. However, MI faculty is considering every option to enhance the program. The most interesting potential future state of the MI program is embodied in MI faculty evaluation of an "all online" option. This step has been successful at some other universities (in some cases, dramatically so). It would appear to be a natural option for a degree of this kind. If this direction is taken, additional resources related to the needs of a fully online curriculum will be required. However, the Business curriculum is still in primary need of face-to-face instruction, so the in-class demands will not abate for the service courses.

Given the upcoming retirement(s) and the current Program self-evaluation by the MI faculty, the College and University should consider:

a. ways to strengthen the MI Program by strategic hiring replacement, or

b. whether or not the MI Program is a viable major at SEMO. The MI numbers at present are not impressive and trending in a negative direction. However, even if the Program were dropped, there is still be a significant need for the MI skill set and "core courses", both at the graduate and undergraduate level, are essential to the business degree.

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### **Program Review Final University Committee Chair Comments**

### **DEANS' COMMENTS**

I commend the Harrison business faculty members who helped draft the program review report on the BSBA-Management Information Systems. I also commend the chairperson for his thoughtful comments and forthright assessment of the status of this major. There has been concern about declining enrollments in the Management information Systems major since fall 2004 when the number of majors declined over 40% (116 to 64); continued to decline another 25 percent over the following two years, and then continued to fall another 40 percent over the next three years. Over this extended period (fall 2002 to fall 2009) the number of MIS majors (based on fall headcount, Institutional Research) has declined from a high of 116 in fall 2002 to 28 in fall 2009; a 75% drop. Despite the instructional efforts of the MIS faculty, the educational experience is less than desirable because of the proportion of classes (40 percent) that have small or extremely small

enrollments. Efforts to address the decline in the number of majors were made by the previous chairperson (an MIS faculty member), but these efforts have not had a significant positive impact. The assessment by the current chair suggests that there may not be significant demand for an MIS major in our service region. In part, this appears to reflect a national “weakening of student interest in technical and more challenging areas; negative media coverage of outsourcing MIS jobs, and difficulty in providing relevant work experience.” I agree with this assessment. I do not see any reason for an appreciable increase in the number of MIS majors over the foreseeable future, whether the HCB continues to offer the major face-to-face or moves it on-line. I also do not believe that the substantial decline in enrollments is related to an absence or lack of information about the existence of the MIS program at Southeast Missouri State University and/or its qualities. Given the analysis presented in the departmental review (e.g., number of majors, faculty productivity, low enrollment courses), and my own professional assessment of the situation based on program review data and other data from institutional research, I am confronted with the very difficult decision to recommend to the Provost that the major in Management Information Systems be discontinued and that any resources released by this action be devoted to enhancing existing business programming, or implementing new business programming, that is more closely aligned with the needs of the service region and offers a greater potential for growth. While this recommendation no doubttingly disappoints the faculty primarily responsible for the MIS major, I believe this recommendation is in the best long run interest of the University and the Donald L. Harrison College of Business.

### **Final University Committee Chair Comments on Entire Document**

On Friday January 29, the Committee for Academic Program Review met and reviewed the Management Information System (MIS) Program in the Harrison College of Business. Based on information made available to us, the committee seriously questions the viability of the MIS program. We are especially concerned with the following points:

- A substantial decline in majors – 75% drop from 2004 – 2009 (116 to 28 majors)
- Cost exceeds revenues by approximately \$100,000
- Cost per major (\$5,031) is well above the average College (\$2,321) and University (\$2,083) cost per major
- Weakening external demand both regionally and nationally
- Efforts by the Program faculty to address the problems have met with little success
- Analysis presented by the program’s faculty was not optimistic that positive changes can occur.

Therefore, the Committee’s unanimous recommendation is that the Provost’s Office further review the MIS program and develops a plan to address our concerns of the program’s viability.

### **Provost's Decision**

This is a recommendation to discontinue the Management Information Systems (MIS) Program in the Donald L. Harrison College of Business. These are the reviews and documents which led to my recommendation:

Recommendation from the Department. The department “planning for the Future” section in the program review analysis points out programmatic weaknesses and concludes: “Given the upcoming retirement(s) and the current Program self-evaluation by the MI faculty, the College and University should consider: a. ways to strengthen the MI Program by strategic hiring replacement, or b. whether or not the MI Program is a viable major at SEMO”

Recommendation from Dean McDougall. I have considered the dean’s recommendation which indicates: “I am confronted with the very difficult decision to

recommend to the Provost that the major in Management Information Systems be discontinued...”

Recommendation from Faculty Advisory Committee. The Faculty Advisory Committee’s comments may best be summarized by: “The Dean’s assessment is in line with the discussion throughout the report, which has been straight forward and honest,” and “...this major is no longer appropriate for the needs of the service region in which many students reside.”

Review of Data. I have studied key data sets which reveal significant programmatic weaknesses and declining enrollment, characteristic of a program no longer meeting the needs of its constituents.

Review by University Legal Counsel. University Legal Counsel has reviewed these processes and found them consistent with good practice and university policy.

Based on these findings, it is my recommendation that the Management Information Systems (MIS) Program in the Donald L. Harrison College of Business be discontinued.