

**Undergraduate Program Review
EXECUTIVE SUMMARY
2006-2007**

Ten programs were slated for review during this academic year, including one (Communication) which was carried forward from 2005-2006. Of those, five submitted reports which have been reviewed:

- Computer Science
- Political Science
- Sociology
- General Business Administration
- Marketing

The Accounting program submitted a report, but the subcommittee has requested additional information. Inasmuch as that has not been received, that program review will take place in the Fall 2007.

The Communication program review was carried forward from 2005-2006. Their completed review was received on October 9, 2006. The subcommittee review was conducted and recommendations forwarded to the Provost.

One program, Electrical Engineering, was granted a waiver due to their recent accreditation report to the Accreditation Board of Engineering and Technology.

Two programs did not submit reviews, Biology and Theatre Arts. Department Chairs in both areas have indicated that the reviews are being completed this summer and will be submitted. In both cases, there were miscommunications and misunderstandings as to programs under review.

In summary, six programs were reviewed and recommendations made; one program received a waiver of review based on recent accreditation; and two programs will submit for review in the Fall 2007.

Subcommittees have recommended unconditional continuation for the following five programs:

1. Computer Science

Strengths

- Relationship with the electrical engineering department
- Emphasis on software engineering, making the program unique in the South Texas Region
- Job performance of graduates

Weaknesses

- Student enrollment above the first year is low
- Lack of adequate funding for the program
- Lack of faculty (one)
- Only five computers that use specialized software are dedicated to upper level students

Recommendations

- Address editorial and clarification requests in the full review by subcommittee
- Emphasize recruitment efforts for transfer students
- Provide access to computers with specialized software to upper level students.

2. Political Science

Strengths

- Department recognizes the need to increase enrollment and plans are in place to increase recruitment of Political Science majors.
- Faculty member teaching performance ratings, research and scholarly activities are highly commendable.
- A proposal has been submitted to the University Curriculum Committee for a degree in Political Science, with a Social Studies Certification.
- Graduating Political Science majors have been admitted to prestigious graduate schools.
- The faculty are most willing to serve as an additional source of advising for their students.
- The faculty appear to be keenly aware of strengths, weaknesses and issues confronting the Department of Political Science.
- Mexican faculty exchange program and the first all TAMUK Fulbright scholar-in-residence program

Weaknesses

- Enrollment in the Political Science major continues to be below departmental expectations.
- Weak allowances for student field trips and faculty travel (less than \$100).
- Weak operating budget has curtailed need for student support programs, such as tutors.
- Lack of office space.
- No formal statistics maintained on number of Political Science students continue on to non-TAMUK graduate programs.
- No departmental requirements noted for admission into the Political Science Program.
- Appears that not all faculty syllabi have adopted course/program SLOs.

Recommendations

- Develop/implement faculty wide continuous improvement programs to maintain and bolster identified areas of strength, especially Mexican university exchange programs.

- Obtain faculty commitment and participation in student retention and recruitment process, possible appointing a faculty member with responsibility for spearheading major annual activities, such as “manning” a new display booth. Cost associated with acquiring a new/used table top display booth could be reduced by having graphics developed with university/student resources.
- Increase in travel allowances may be improved by early identification and reporting of needs to administration AND seeking funds outside the department, such as Presidential travel awards.
- SLOs should be developed and appear on faculty syllabi. Course-level assessments should, therefore, be aligned with program-level SLOs.
- There appears to be a need to continuously update the Political Science curriculum in a parallel environment of globalization. There may be a need to review the curriculum review process in light of today’s global political environment.
- Future program reviews could be improved by identifying faculty publication, presentation and proceedings.

3. Sociology

Strengths

- Overall organization of a well-established program.
- Responses to enrollment trends.
- Effective planning and evaluation processes.
- Curriculum revisions to meet program goals
- Diverse and accomplished faculty

Weaknesses

- Lack of faculty to teach Sociology courses.
- No data as to accomplishment of Student Learner Outcomes.

Recommendations

- Identify more specific criteria to evaluate the program’s effectiveness in meeting its stated purpose “to prepare students to be professionally trained social scientists and practitioners in [several] areas...” and report the results in the self-study.
- Justification for additional funding is necessary to make this program’s request stand out from similar requests in many programs.
- Develop additional recruitment measures for the Sociology major.

4. General Business Administration

Strengths

- Maintenance of a healthy and stable enrollment
- Achievement of MFAT scores that are within 5% of national averages
- Apparent employability of graduates, with more than 50 % of students employed before their graduation.

Weaknesses

- The impression that the program functions primarily as a service unit for undecided students who want to be business majors but have not selected a specific focus, while data belies the assumption that these majors are weaker students than those who select other programs.

Recommendations

- To dispel the notion that the General Business program serves as a catch-all for indecisive students, the review committee encourages the program to carve out a specific rationale for their program, and to define their niche within the framework of the College, beginning with the establishment of some specific program goals and SLOs.

5. Marketing

Strengths

- Stability over the most recent five year period.
- Use of “Assurances of Learning” in evaluation process.
- Use of placement data at graduation.
- Professional advising.

Weaknesses

- Lack of diversity of faculty (one minority member).
- MFAT scores below national mean (though no evidence as to significance of the difference).
- Loss of one faculty member to the System Center.

Recommendations

- Suggest seeking additional ways to increase profile of MKTG program among stakeholders.
- Program appears to be working satisfactorily, with some fine-tuning in places, as needed.