

College of Business and Public Management

Summary of Educational Benchmark Institute Surveys: 2008-2009

December 1, 2009

1. Introduction

The college of Business and Public Management (CBPM) administers every other year the Educational Benchmark Institute (EBI) surveys to all of its graduating business students at the graduate and undergraduate levels. The surveys are administered to all students who enroll in BUS 496: Business Seminar, BUS 596: Graduate Business Seminar, and BUS 695: Strategic Management in the fall, winter and spring of the academic year. The surveys are administered on campus, off campus, and to online students.

The EBI undergraduate survey consists of 79 questions (see Exhibit 1) that addresses the student satisfaction with the quality of instruction in required, major, and elective courses, the level of satisfaction with advising, career services, extracurricular activities, class size, facilities, computer resources, and breadth of the curriculum. In addition, the survey assesses the student satisfaction with the development and enhancement of their critical thinking skills, problem solving, management and leadership skills, use of technology, team work, and communication skills. The graduate survey (Exhibit 2) addresses almost the same areas as the undergraduate one but has 84 questions. The questions are answered on a scale of 1 through 7 with 1 representing severe dis-satisfaction and 7 representing exceptional satisfaction.

Responses from the university of La Verne business students are compared to those of all institutions participating in the survey in any given year, to those who are in institutions that are in the same Carnegie class as La Verne, and to response from six institutions selected by the College of Business and Public Management at La Verne. The 2008-2009 select six comparative group for the undergraduate surveys are: Pacific Lutheran University, California State University-Northridge, National University, University of San Diego, University of Portland, and the University of the Pacific. The select six for the graduate student responses are: Seattle University, California State University-Long Beach, National University, Southeast Missouri State University, University of Portland, and the University of Hartford. The average response on each of the questions is compared to a weighted average of each comparison group. In addition, the questions are grouped into 16 factors for undergraduate students and 15 factors for graduate students. The means of these factors are compared to those of each of the three comparative groups.

2. Undergraduate Factor Mean Comparison

The College of Business and Public Management undergraduate factor means for 2008-2009 and those of the three comparative groups are shown in Table 1. In addition, Table 1 shows CBPM's factor means for 2002/2003 through 2005/2007. The data presented in Table 1 show that the business students at the University of La Verne are significantly more satisfied with their educational experience than those business students in our select 6, Carnegie class, and all institutions. 12 of La Verne's factors means are significantly higher than those of the select six and Carnegie class. 10 of La Verne factors are significantly higher than those of all participating institutions. La Verne lags behind the three comparative groups in placement and career services. Regarding the learning outcome areas of teamwork, leadership, and critical thinking and problem solving La Verne undergraduates exceed their comparison groups, and match them in the area of use and management of technology.

Comparing the 2002/2003 factor means to those of 2008/2009 shows that the degree of satisfaction has slightly improved on most of the factors over the past 7 years, but the 2008/2009 factor means are consistently below those reported for 2006/2007.

3. Graduate Factor Mean Comparison

The College of Business and Public Management graduate factor means for 2008-2009 and those of the three comparative groups are shown in Table 2. In addition, Table 2 shows CBPM's factor means for 2002/2003 through 2005/2007. The data presented in Table 2 shows that the Business students at the University of La Verne are significantly more satisfied with their educational experience than those graduate business students in our select 6 and Carnegie class institutions. 7 of La Verne's factors means are significantly higher than those of the select six and Carnegie class. 8 of La Verne factors are significantly higher than those of all participating institutions. Regarding all four learning outcome areas of teamwork, leadership, use and management of technology, and critical thinking and problem solving La Verne MBA students exceed their comparison groups.

Comparing the 2002/2003 factor means to those of 2008/2009 shows that the degree of satisfaction has slightly improved on most of the factors over the past 7 years.

4. Rank of Undergraduate Mean Response

Table 3 shows the undergraduate students mean response to each of the questions and how the mean for La Verne ranks when compared to the mean responses of the select 6, Carnegie Class (20 institutions) and to the 201 institutions that participated in the survey in 2008-2009. When compared to our select 6, the University of La Verne is ranked number 1 on 44 of the 66 questions, number 2 on 9 questions, number 3 on 8 questions, number 4 on two questions, and number 5, 6, or 7 on one question for each rank. The areas where La Verne is ranked at the bottom are related to availability of computers and career services. When the mean response is compared to that of the institutions in La Verne's Carnegie class, La Verne ranks 1 or 2 on 16 questions, 3 or 4 on 15 questions, 5 or 6 on 10 questions, 7 or 8 on 11 questions, and 9 or 10 on

8 questions. La Verne ranks 11 or 12 on 3 questions and 19 on the 2 questions related to career services. When compared to the 201 institutions, La Verne ranks in the upper 20% on 31 questions and in the bottom 20% on the two questions related to career services.

5. Rank of Graduate Mean Response

Table 4 shows the graduate students mean response to each of the questions and how the mean for La Verne ranks when compared to the mean responses of the select 6, Carnegie Class (14 institutions) and all institution that participated in the survey in 2008-2009 (127). When compared to our select 6, the University of La Verne is ranked number 1 on 10 of the 70 questions, number 2 on 26 questions, number 3 on 17 questions, number 4 on 10 questions, number 5 on 6 questions and number 6 on one of the questions related to career services. When the mean response is compared to that of the institutions in La Verne's Carnegie class, La Verne ranks in the top 20% on 17 questions and is not ranked in the bottom 20% on any of the questions. When compared to the 127 institutions, La Verne ranks in the upper 20% on 10 questions and in the bottom 20% on the one question related to accessibility of elective course instructors outside the classroom.

6. Action Recommendations

- a. Work with the Office of Career Service to identify the career related needs of undergraduate and graduate business students.
- b. Explore ways of developing placement services for undergraduate and graduate business students within the Office of Career Services.