

## Overview

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**Institution Name**

Fairmont State University

**Address**

1201 Locust Avenue, Fairmont, WV 26554

**Year Accredited**

2004

**Year Reaffirmed**

2014

**Years Covered by this Report**

2019 - 2019

**Date Submitted**

02/15/2023

**Completed By**

Fantasia, Gina

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**ACBSP Champion**

Oxley, Timothy

**ACBSP Co-Champion**

Fantasia, Gina

# I - Institutional Information

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## QA Report

Status: Completed | Due Date: Not Set

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### Assigned To

Not Assigned

## Institution Response

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### O 4. List all accredited programs (as they appear in your catalog)

Since our last report to ACBSP in 2019, the School of Business has become the College of Business and Aviation [CoBA]. CoBA offers the following accredited programs:

- Bachelor of Science Degree in Accounting
- Bachelor of Science Degree in Business Administration with concentrations in Business, Finance, Management, and Marketing
- Bachelor of Science Degree in Information Systems Management
- Master of Business Administration [MBA] with concentrations in Human Resource Management and Project Management

These programs are identified on the CoBA webpage as accredited by ACBSP (See, [CoBA Accreditation and Student Performance Information Webpage](#), and the program sheets used for these programs carry the ACBSP logo (See, e.g., [Ex.I-2a through Ex.I-2m CoBA Program Sheets \(Combined\)](#), page 1, Accounting.)

See, also, [Ex. I Institutional Information Table-Summary of Academic Activities ; Ex I-1 CoBA 2022-2023 Undergraduate Catalogue Pages ; Ex. I-1a CoBA Graduate 2022-2023 Catalogue Pages ; and Ex.I-2a through Ex.I-2m CoBA Program Sheets \(Combined\)](#). Also, live links to the full undergraduate and graduate catalogues are included in the URL sources section of the portal: [FSU Undergraduate Catalogue](#) and [FSU Graduate Catalogue](#).

### O 5. List all programs that are in your business unit that are not accredited by ACBSP and how you distinguish accurately to the public between programs that have achieved accredited status and those that have not.

The following programs were more recently developed and have not yet been reviewed thoroughly by ACBSP:

- Bachelor of Science Degree in Aviation Administration with concentrations in Aviation Management and Professional Flight
- Bachelor of Science Degree in Business Administration with concentration in Data Analytics
- Bachelor of Science Degree in Healthcare Management
- Masters of Business Administration with concentration in Cybersecurity
- Masters Science in Healthcare Management [MSHM]

These programs are identified on the CoBA webpage as “not yet accredited” (see, [CoBA Accreditation and Student Performance Information Webpage](#)), and the program sheets for these programs do carry

any ACBSP logo (see, e.g., [Ex.I-2a through Ex.I-2m CoBA Program Sheets \(Combined\)](#), Aviation, pp. 3-5). We will ask ACBSP to review and consider them for accreditation during the Reaffirmation of Accreditation Review scheduled for 2025.

We have piloted several concentrations in the undergraduate and graduate Healthcare Management programs, which are listed in our Overview of All Academic Activities; we are currently evaluating those concentration. If CoBA determines it would be beneficial to continue them, we will ask ACBSP to review and consider them for accreditation during the Reaffirmation of Accreditation Review scheduled for 2025.

See, also, [Ex. I Institutional Information Table-Summary of Academic Activities](#); [Ex I-1 CoBA 2022-2023 Undergraduate Catalogue Pages](#); [Ex. I-1a CoBA Graduate 2022-2023 Catalogue Pages](#); and [Ex.I-2a through Ex.I-2m CoBA Program Sheets \(Combined\)](#). Also, live links to the full undergraduate and graduate catalogues are included in the URL sources section of the portal: [FSU Undergraduate Catalogue](#) and [FSU Graduate Catalogue](#).

**Q.6. List all campuses where a student can earn a business degree from your institution.**

All business degrees are earned from the Fairmont State University main campus at 1201 Locust Avenue, Fairmont, WV; however, the flight/aviation specific courses are offered at the Aviation Center of Excellence [ACE] located at the North Central WV Regional Airport, Hanger B,150, 1050 East Benedum Industrial Drive, Bridgeport, WV, which is about 17 miles from the main campus.

**O 7 Person completing report:**

Name: Dr. Gina Fantasia, Director of Accreditation & Professor of Business

Phone: 304-367-4732

E-mail address: [gfantasia@fairmontstate.edu](mailto:gfantasia@fairmontstate.edu)

ACBSP Champion name: Dr. Timothy Oxley, Interim Provost & Dean of the College of Business & Aviation

ACBSP Co-Champion name: Dr. Gina Fantasia, Director of Accreditation & Professor of Business

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## Sources

- Ex I-1 CoBA 2022-2023 Undergraduate Catalogue Pages
- Ex. I Institutional Information Table-Summary of Academic Activities
- Ex. I-1a CoBA Graduate 2022-2023 Catalogue Pages
- Ex.I-2a through Ex.I-2m CoBA Program Sheets (Combined)

## II - Status Report on Conditions and Notes

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### QA Report

**Status:** Completed | **Due Date:** Not Set

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#### Assigned To

Not Assigned

### Institution Response

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At this time, CoBA does not have any notes or conditions on which to provide updates. [Ex. II ACBSP 2019 Letter on Notes and Conditions](#)

### Sources

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- Ex. II ACBSP 2019 Letter on Notes and Conditions

## 7 - Public Information

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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Fairmont State University has very recently begun enhancing its institutional research capacity and will be launching a revamped web-presence soon. CoBA works aggressively to take full advantage even as those new assets are developing.

A link to information about accreditation of programs and student success data is provided on the CoBA landing page just below the ACBSP logo on the upper left section of the screen. [See, [CoBA Webpage - Landing Page](#).] A click on that link takes the user to the Accreditation page [see, [CoBA Accreditation and Student Performance Information Webpage](#)] that indicates the programs accredited by ACBSP and those programs that are not yet accredited. For the reviewer's convenience, [Ex. 7-1 Screenshots of Landing Page and Accreditation-Student Success Dashboard Access](#), provides screenshots of those webpages in pdf format.

Scrolling down that page, a user will see the live link "College of Business and Aviation Major Programs Student Success Dashboard;" accessing a dashboard that provides data including graduation and retention rates by CoBA program from 2015 to 2022. [See, [CoBA Accreditation and Student Performance Information Webpage](#).] Again, for the reviewer's convenience, the following exhibits provide examples of the data provided to website visitors through those links. See, [Ex. 7-2 CoBA Graduation Rate Charts by Program](#); [Ex. 7-2a CoBA 4-Yr 6-Yr Grad Rate By Cohort, Academic Year, and Major \(Screenshots from Dashboard\)](#); [Ex. 7-3 CoBA Retention Data Charts by Program](#); and [Ex. 7-3b CoBA 1-Yr 2-Yr Retention Rate by Cohort, Academic Year, and Admission Type \(Screenshots from Dashboard\)](#).

As Fairmont State University updates its web design, and expands and improves the availability of program specific data, CoBA will further refine the information available on the dashboard.

### Sources

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- Ex. 7-1 Screenshots of Landing Page and Accreditation-Student Success Dashboard Access
- Ex. 7-2 CoBA Graduation Rate Charts by Program
- Ex. 7-2a CoBA 4-Yr 6-Yr Grad Rate By Cohort, Academic Year, and Major (Screenshots from Dashboard)
- Ex. 7-3 CoBA Retention Data Charts by Program
- Ex. 7-3b CoBA 1-Yr 2-Yr Retention Rate by Cohort, Academic Year, and Admission Type (Screenshots from Dashboard)

## 1 - Standard 1 Leadership

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### QA Report

**Status:** Completed | **Due Date:** Not Set

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#### Assigned To

Not Assigned

### Institution Response

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**a. List any organizational or administrative personnel changes within the business unit since your last report.**

In 2018, under the leadership of a new institutional president, Dr. Richard Harvey was moved from School of Business Dean to Interim Provost; associate dean positions were eliminated, and Dr. Timothy Oxley was made Interim Dean of the School of Business. Dr. Rebecca Giorcelli was named Director of Assessment and Dr. Gina Fantasia was named Director of Accreditation. Dr. Oxley continued to act in an interim capacity until 2021, when he was made Dean of CoBA .

In 2019, the institution was restructured. As part of that restructuring, the School of Business absorbed aviation administration programs--aviation management and professional flight and was renamed the College of Business and Aviation [CoBA].

In the spring/summer of 2022, the institution changed leadership. As a result, the provost became interim president and Dr. Oxley was made Interim Provost—though retaining his position in CoBA and continuing direct oversight for matters related to aviation as the University conducts a search for a new president. Dr. Rebecca Giorcelli is serving as Interim Dean during this transitional period.

Dr. Raymond Alvarez was hired to replace Dr. Ashley Tasker, who moved into an administrative position in Career Services, bringing with him to CoBA a wealth of industry experience in healthcare management, in addition to his in-field academic credentials.

Dr. Greg Cutlip was hired to teach Information systems management with a focus on cybersecurity and risk management to replace Dr. Marcus Fisher who returned to full-time work at NASA. Dr. Cutlip, whose credentials were reviewed and approved by ACBSP prior to hire, provides CoBA students the benefit of decades of practical experience in the fields of information systems and cybersecurity, in addition to his academic and research credentials.

Professor Robert Weaver elected to retire, but continues to teach marketing classes as an adjunct.

M.E. Gamble joined CoBA as an Associate Professor of Business. Ms. Gamble's Master of Science and all-but-dissertation in Communications, is coupled with extensive industry experience in marketing and small business development.

Kelly Pursley was hired in 2021 to replace Amanda Tuscan as CoBA's Academic Success Coordinator advising first-year and transfer students. Unlike Ms. Tuscan, Ms. Pursley, though physically housed in CoBA, was not reporting directly to the CoBA Dean and was not assisting with the CoBA first year onboarding course. At the start of this Spring 2023 semester, Ms. Pursley's position and other professional advisors are transitioning back to reporting to their respective academic units.

A copy of the CoBA Organization is attached as Ex. 1-1.[Ex. 1-1 CoBA Organization Chart](#)

**b. List all new sites where students can earn an accredited business degree (international campus, off-campus on-campus, online) that have been added since your last report.**

There have been no new sites added at which a student can earn a business degree.

## Sources

- Ex. 1-1 CoBA Organization Chart

## 2 - Standard 2 Strategic Planning

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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#### [Ex. 2 - Table 2 - Strategic Planning](#)

During the 2017-2018 academic year, CoBA revamped its strategic planning process and developed a 3-year strategic plan (see, [Ex. 2-1 Strategic Planning Cycle](#) and [Ex. 2-2 2017-2020 Strategic Goals-Objectives-Actions Plan](#)). Planning and discussions began during the 2019-2020 academic year for the development of an updated 2021-2024 plan. As happened with many things, however, the lock down and sudden shift of priorities caused by the COVID-19 pandemic brought that activity to halt. Last fall, CoBA began working its strategic planning process to update the plan by the end of this term.

Though informal discussions occurred early in the semester, the formal process was initiated at the November 2022 Faculty meeting. (See, [Ex. 2-2a CoBA Faculty Meeting Agenda November 30-2022](#)) In keeping with our process, input has been solicited from all faculty members (see, e.g., [Ex. 2-2b Alvarez 2022 Faculty Input for Strategic Goals Planning MRA](#) [Ex. 2-2c - Gamble input2022 Faculty Input for Strategic Goals Planning discussion.docx](#)). As the semester progresses, we will also seek input from student focus groups and the Business Advisory Council to develop of draft plan for review and discussion.

### Sources

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- [Ex. 2 - Table 2 - Strategic Planning](#)
- [Ex. 2-1 Strategic Planning Cycle](#)
- [Ex. 2-2 2017-2020 Strategic Goals-Objectives-Actions Plan](#)
- [Ex. 2-2a CoBA Faculty Meeting Agenda November 30-2022](#)
- [Ex. 2-2b Alvarez 2022 Faculty Input for Strategic Goals Planning MRA](#)
- [Ex. 2-2c - Gamble input2022 Faculty Input for Strategic Goals Planning discussion.docx](#)



## 3 - Standard 3 Student and Stakeholder Focus

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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As part of our process of continuous improvement, we utilize the Peregrine outbound exam, which we refer to as the Peregrine CPC Exam, to benchmark our programs. We use the accompanying questions to survey our students' satisfaction with elements our programs. We also planned to use CoBA-specific data from NSSE and FSSE surveys to track student and faculty attitudes on several issues; however, the prior institutional leadership discontinued administering those surveys. The new interim administration will begin administering those surveys again this spring and that data will again be available to us. To ensure our ability to accurately measure faculty/student satisfaction, we are developing CoBA surveys that we will administer regularly regardless of institutional practices related to the NSSE/FSSE surveys.

The Business Advisory Council (BAC) has long been a valuable resource to CoBA. During the pandemic, unfortunately, its activity lapsed. During the fall 2022 term, we held several organizational meetings and have recruited key business members who are working with us to re-invigorate this key group of stakeholders to assist in making effective decisions concerning improvements to CoBA.

See, [Ex. 3-1 - Table 3 Student Stakeholder Focus\(2\)](#) and [Ex. 3-2 - Business Advisory Council - Nucleus Team](#)

### Sources

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- Ex. 3-1 - Table 3 Student Stakeholder Focus(2)
- Ex. 3-2 - Business Advisory Council - Nucleus Team

## 4 - Standard 4 Measurement and Analysis of Student Learning and Performance

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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Each term, faculty members enter assessment data for each course. Courses have been mapped to program outcomes. In program department meetings, faculty use course assessment data and other measures and information to analyze how well we are achieving program outcomes and develop plans for improvement based on that analysis. The program analysis is then shared and discussed with the full CoBA and the assessment plan is refined and finalized. The CoBA assessment process cycle is described and illustrated in [Ex. 4a - Assessment Process Cycle Graphic Description](#).

#### a. Program Outcomes.

[Ex. 4-1 Accounting Program Outcome Data](#)

[Ex. 4-2 Business Administration Program Outcome Data](#)

[Ex. 4-3 - ISM Program Outcome Data](#)

[Ex. 4-4 - MBA Program Outcomes Data](#)

#### b. Performance Results.

Please [Ex. 4 - Table 4 - Measurement and Analysis of Student Learning and Performance](#)

### Sources

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- Ex. 4a - Assessment Process Cycle Graphic Description
- Ex. 4 - Table 4 - Measurement and Analysis of Student Learning and Performance
- Ex. 4-1 Accounting Program Outcome Data
- Ex. 4-2 Business Administration Program Outcome Data
- Ex. 4-3 - ISM Program Outcome Data
- Ex. 4-4 - MBA Program Outcomes Data

## 5 - Standard 5 Faculty and Staff Focus

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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#### 1. Faculty and Staff Focus:

Like most institutions, the pandemic affected Fairmont State University and CoBA through impacts on our staff and our students. Faculty and adjuncts making reasonable life choices made changes that affected their availability for teaching assignments. In the last two-and-one-half years, CoBA has absorbed the Aviation Management and Professional Flight programs, absorbed and revamped an undergraduate Healthcare Management program, launched a highly successful Master of Healthcare Management, and launched a degree-completion Bachelor of Science in Strategic Leadership program. Institutional policy implemented by the previous administration prevented CoBA from hiring any new faculty, posting and filling vacancies, and limited the funds available for adjunct salaries. These factors led to a rise in teaching overloads, which we closely monitor as a measure of faculty effectiveness and satisfaction. (See, [Ex. 5-1 - Table 5.1 - Faculty and Staff Focus](#)). The CoBA faculty will always step-up and do what it takes to ensure course availability for student success. We recognize, though, that overloads impact the quality of teaching and, in the long run, affect the quality of life for and retention of faculty. Accordingly, CoBA has worked to aggressively to significantly reverse that upward trend in courses taught on overload.

With a new interim administration at the institutional level, CoBA lobbied effectively to address the overload issue. We have just added a new full-time, tenure-track faculty member to the Healthcare Management program, and are in the final stages of hiring to fill a Marketing/Management vacancy. Similarly, CoBA has been able to access its now available adjunct budget and has been aggressively recruiting well-qualified, talented adjuncts to augment our committed full-time faculty. (See, [Ex. 5-2 - Table 5.2 New F-T and P-T Faculty Qualifications](#).)

CoBA monitors advising load to ensure effective advising (the number of advisees affects quality of advising) and as a means to reduce the burden on faculty time. We hired a professional advisor for our academic unit and developed a student success plan for the Student Success Coordinator to advise first-years and transfer students. The plan included having the Student Success Coordinator implement initiatives on growth mindset, internal locus of control, and resiliency, in addition to advising on curricular matters.

During the pandemic, the Student Success Coordinator position was moved to centralized institutional control. The result was an inability to utilize the position as planned. The number of advisees per faculty member rose and the success initiatives were stymied. (See, [Ex. 5-1 - Table 5.1 - Faculty and Staff Focus](#)) With an interim administration in place, the Student Success Coordinator position has just been restored to CoBA's control. We are utilizing our collaborative communication process to begin to discuss reallocating advisees and reworking an accompanying student success plan.

On our campus, as everywhere, the pandemic shut down and its accompanying restrictions affected our sense of community and our ease of collaborative decision making. Collegiality and collaboration have always been important values in CoBA, but remote work and digital meetings worked against those values. To re-establish their primacy and to ensure effective decision-making, we have developed a meeting-communications plan to protect and nurture those key values, which is discussed more fully under Standard 6. As illustrated in [Ex. 5-1 - Table 5.1 - Faculty and Staff Focus](#), the discussion surrounding improving advising and reducing is an example of that process at work. (See, [Ex. 5-4 - CoBA Faculty Meeting Agenda February 3-2023 \(Advising discussion\)](#) and [Ex. 5-4a - 2023-02-03 Meeting Minutes \(Advising discussion\)](#).)

#### 2. New Full-Time and Part-Time Faculty Qualifications:

Please refer to Ex. 5-2 Table 5.2 New Full-Time and Part-Time Faculty Qualifications. [See, [Ex. 5-2 - Table 5.2 New F-T and P-T Faculty Qualifications.](#)]

### **3: New Full-Time and Part-Time Faculty Scholarly and Professional Activities:**

Please refer to Ex. 5-3 Table 5.3 Faculty and Staff Focus Scholarly and Professional Activities [see, [Ex. 5-3 - Table 5.3 Faculty and Staff Focus Scholarly & Professional Activities](#)], nad Ex. 5-3a Table 5.3a New Full-Time and Part-Time Faculty Boyer Model Summary [see, [Ex. 5-3a - Table 5.3a New Full-Time and Part-Time Faculty Boyer Model Summary](#)].

## **Sources**

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- Ex. 5-1 - Table 5.1 - Faculty and Staff Focus
- Ex. 5-2 - Table 5.2 New F-T and P-T Faculty Qualifications
- Ex. 5-3 - Table 5.3 Faculty and Staff Focus Scholarly & Professional Activities
- Ex. 5-3a - Table 5.3a New Full-Time and Part-Time Faculty Boyer Model Summary
- Ex. 5-4 - CoBA Faculty Meeting Agenda February 3-2023 (Advising discussion)
- Ex. 5-4a - 2023-02-03 Meeting Minutes (Advising discussion)

## 6 - Standard 6 Educational and Business Process Management

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### QA Report

Status: Completed | Due Date: Not Set

#### Assigned To

Not Assigned

### Institution Response

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#### a. Curriculum

The following programs were recently acquired from other academic units and are currently being aligned to ACBSP standards, or have just been developed and have not yet been reviewed thoroughly by ACBSP:

- Bachelor of Science Degree in Aviation Administration with concentrations in Aviation Management and Professional Flight
- Bachelor of Science Degree in Business Administration with concentration in Data Analytics
- Bachelor of Science Degree in Healthcare Management
- Masters of Business Administration concentration in Cybersecurity
- Masters Science in Healthcare Management [MSHM]

We will ask ACBSP to review and consider these programs for accreditation during the Reaffirmation of Accreditation Review scheduled for 2025.

Similarly, we have piloted several concentrations in the undergraduate and graduate Healthcare Management programs, which are listed in our Overview of All Academic Activities (See, [Ex. 1 Institutional Information Table-Summary of Academic Activities](#)) We are currently evaluating those concentrations. If CoBA determines it would be beneficial to continue them, we will ask ACBSP to review and consider them for accreditation during the Reaffirmation of Accreditation Review scheduled for 2025.

These programs are identified on the CoBA webpage as “not yet accredited” (see, [CoBA Accreditation and Student Performance Information Webpage](#)).

#### b. List any programs that have been terminated since your last report

None

#### c. Provide 3-4 examples of organizational performance results using Table 6.1

See, [Ex. 6-1 - Table 6.1 - Organizational Performance Results](#) and [Ex. 6-1a Graphs from Table 6 in larger format](#)

### Sources

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- Ex. 6-1 - Table 6.1 - Organizational Performance Results
- Ex. 6-1a Graphs from Table 6 in larger format
- Ex. I Institutional Information Table-Summary of Academic Activities