

**Minnesota State University, Mankato
Strategic Priority Funding
Step 2: Invited Full Proposal**

<p align="center"><i>Sub-Meet Use Only</i></p> <p align="center">8</p> <p align="center"><i>Proposal Tracking Number</i></p>

*** Please **do not** use this form until invited to do so by the Planning Sub-Meet. ***

Proposal Name: Administering the ETS Major Field Test to College of Business Students

This proposal is being submitted for a project that supports (please indicate priority by checking the appropriate circle):

- Global Solutions
 Applied Doctoral Institution
 Extended Learning
 Quality and Excellence
 Campus of the Future

Total Funds Requested for Expenditure in FY14 (2013-2014 academic year) \$9700 _____

Primary Contact Name Kathy Dale Campus Mailing Address 252 MH
 Primary Email Address Kathleen.dale@mnsu.edu Phone Number 5333

Please note:

- Upon notification of funding, the primary contact recipient will work with the Assessment and Evaluation Sub-Meet to prepare an assessment plan. Funds will only be released upon successful completion and approval of the assessment plan.
- A Mid-Year Report will be due January 13, 2014, and an Annual Report will be due June 30, 2014.

Primary Contact Signature Kathy Dale, AOK Committee Chair Date 1/10/13

Co-Applicant Name(s) and Signature(s):
Joseph F. Reising Joseph F. Reising Date 1/11/13
 _____ Date _____
 _____ Date _____
 _____ Date _____

I have reviewed the following proposal:

Department Director/Chair Signature* Kathy Dale Date 1/10/13
 Department Director/Chair Signature* _____ Date _____
 Department Director/Chair Signature* _____ Date _____
 Dean Signature* Brenda Jannery Date 1/10/13
 Dean Signature* _____ Date _____
 Dean Signature* _____ Date _____
 Division/Vice President Signature* LD Date 1/14/13
 Division/Vice President Signature* _____ Date _____

RECEIVED

JAN 11 2013

Date Submitted to Institutional Research, Planning, and Assessment: _____
(Deadline is January 11, 2013)

*Signatures needed for all affected units, departments and colleges. Attached additional cover/signature sheets as needed.
 Minnesota State University, Mankato

Strategic Priority Funding Proposal

Full Proposal: Step 2

(Please limit the proposal narrative and attachments to 10 pages)

Proposal Name: Administering the ETS Major Field Test to College of Business Students

(Increase space between questions or add pages as needed)

1. Provide a clear description of the project being proposed. (5 points)

The Assurance of Learning Committee for the College of Business (COB) plans to pilot a project that involves administering the Educational Testing Service (ETS) Major Field Test to all College of Business (COB) students enrolled in MGMT 481 (the capstone course for the COB) during 2013/14. Piloting this project will provide information about the feasibility of administering the exam in the MGMT 481 course as an embedded assignment/test. Further, the information provided in the ETS reports will be used to clarify the fit of ETS results with current COB student learning outcomes.

2. Identify the university strategic priority advanced by this project and explain the direct connection between the strategic priority and project. (20 points)

This project is targeted at the following strategic priority

- "Measure and continuously improve our work to ensure excellence in all that we do"

The ETS provides data that is collected from an external source offering the opportunity to compare our students' performance to a national average, as well as with peer institutions. The data provided from the results of the ETS may potentially be used as a second direct measure of COB outcomes and offers additional information to use in improving and managing the curriculum of the college. Following the general guidelines of business school accrediting agencies, the ETS covers areas outlined in statements of the "Common Body of Knowledge" for undergraduate business education. The test assumes that most institutions will offer a common core that includes accounting, economics, finance, law, management, marketing, and quantitative analysis. In addition, it is assumed that the common core will address important social and international considerations of business operations. The ETS is intended to measure students' academic achievement in the multidisciplinary subject matter representative of undergraduate business education, provide information to students regarding their level of achievement, and provide information to faculty regarding the achievement of their students. This information can be used by the college to assess student performance relative to outcomes and provide information to facilitate development/revision of outcomes.

3. Describe how the project will have a significant impact on students and deliver a significant return on investment to the university. (15 points)

Topics covered in the ETS Major Field Test include Accounting, Economics, Management, Quantitative Business Analysis, Information Systems, Finance, Marketing, Legal and Social Environment, and International issues. These factors can be linked to various current COB outcomes and may provide additional insight on the strengths and weaknesses of our curriculum. These types of results will provide information that can be used in managing and improving the curriculum area by area, thus helping to improve student learning. Further, the College of Business AOL Committee is striving to align COB Student Learning Outcomes (SLOs) with the Institutional level SLOs. The results from the ETS will provide information about COB student performance relative to the following Institutional Outcomes:

- Academic Achievement – Students will demonstrate competence in specific areas of academic disciplines that will directly impact their career endeavors
- Global Citizenship – Students will demonstrate an awareness and knowledge of international cultures and societies

- Civic Engagement – Students will demonstrate the awareness, knowledge, and skills to actively participate individual or collectively on issues of societal concern
- Multiculturalism/Diversity – Students will demonstrate an awareness and knowledge of social, cultural, and personal values of others

4. Identify the specific measurable outcomes that will be used to measure the impact of the project. (10 points)

The outcomes of piloting the administration of the ETS Major Field Test include:

- Determining the logistics and feasibility of administering the ETS in the MGMT 481 course as an embedded assignment/test.
- Determining if the reports that are generated from the ETS results provide information that can act as a second direct measure for the following COB outcomes:
 - Students can recognize legal and ethical problems in business
 - Students can analyze business problems utilizing information technology
 - Students can integrate and use information from different business disciplines
 - Global issues (this is a proposed new outcome for the COB)

5. Describe how the activities generated by this project will be sustained after strategic priority funding has ended, or if applicable, explain why the project does not need to be sustained. (5 points)

If the College of Business AOL committee can determine the feasibility of administering the ETS in MGMT 481 as an imbedded assignment and verify the link between ETS data and COB outcomes, we will be able to present to our Dean a data- supported request for the investment of funds from the COB for expenditure on the ETS in future years.

6. Provide a budget justification that explains why the funding being requested is required to support the project and outline the funding requested within the budget table below. (5 points)

The cost for the ETS Major Field Test is \$25 per student. Based on past enrollment information, it is estimated that the exam will be administered to 360 students in an academic year (360 x \$25 = \$9000). Additionally, the cost of the Premium Report Package for one year is \$700.

Budget table:

	FY14	FY14 Matching Funds
Personnel		
Unclassified Salary (in-load, overload)		
Classified Salary		
Fringe ^a (Classified and Unclassified)		
Graduate Assistant Salary		
Graduate Assistant Tuition Reduction/Waiver ^b		
Non-Salary		
Student Help		
Purchased Services/Travel Expenses		
Supplies and Materials		
ETS Major Field Test	\$9000	
ETS Premium Report Package	\$700	
Building Improvement/Construction Costs		
Equipment		
Other (please specify)		
Total Budget/Funding Requested	\$9700	

^a Note: All current employees must be paid fringe benefits. Fringe should be estimated based on salary and position classification: Unclassified 30%, Classified 37%, Adjunct 7.65%.

^b Estimated Tuition Reduction/Waiver for full-year enrollment: Masters \$5,858, Doctoral \$10,000.

7. Identify any special considerations or needs required for this project (e.g. physical space, contractual obligations, IT support, or collaborations with/implications for other units). (5 points)

There are no anticipated special needs for this project. The ETS will be administered by faculty members teaching MGMT 481 during scheduled class meetings. The exams are evaluated externally by ETS and reports are generated and provided based on student results.

8. Provide a project timeline outlining key tasks and dates for completion. (5 points)

Key Tasks

Estimated Dates

Schedule Dates for Administering ETS

Month 1 (August)

Order ETS Tests

Month 2 (September)

Administer ETS

Month 4 and Month 9 (November and April)

Generate Mid-Year Report

Month 6 (January)

Review ETS Reports

Months 10-11 (May and June)

Complete Final Report

Month 12 (June)