



ACBSP ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS & PROGRAMS

October 5, 2021

Ms. Terri Messer
Dean Business & Industry
Jackson State Community College
2046 North Parkway
Jackson, Tennessee 38301

Dear Ms. Messer,

The Associate Degree Board of Commissioners met on April 19, 2021, and reviewed your Quality Assurance Report. After review, the board voted to accept the report with notes. The Board provided the following comments:

There are several opportunities for improvement that the board members would like to share. These items do not rise to the level of a note or conditions but we wanted to give you the feedback in the hopes it will help.

Standard 3. The first goal to reduce the declining business enrollment trend should be measurable, i.e., by what percentage should enrollment declines be improved and by when.

For the second item about the student course evaluations, it may be useful for the business unit to consider some type of hook to encourage students to complete the online course evaluations such as withholding final grades or embedding the evaluation into the learning management system and requiring that it be completed before a student can move on to additional lessons in a course.

For the fourth item about the alumni satisfaction survey related to most beneficial courses, three data points are not provided. Faculty may want to drill down with respect to this question and ask students how beneficial they think their preparation was in meeting program outcomes.

For Standard 4: For the AAS Administrative Professional Technology and Business Management Concentrations the business unit may want to take the first program outcome and segment it into a series of outcomes. It would be possible to design assessments that would measure the continuum of skills identified.

For the AS in Accounting and Business Administration, the business unit may want to consider adding program level learning outcomes that are at a higher level using Bloom's

taxonomy. This step may assist in designing assessments that are more targeted and meaningful.

For Standard 6: For some of the performance measures, it may be preferable make some of them measurable rather than to establish a positive trend.

Your quality assurance report is due **2/15/2025** and your reaffirmation is scheduled for **2027**. Please contact Mr. Jeff Strom at 540-857-7287, or by e-mail at JStrom@virginiawestern.edu with any questions or concerns.

ACBSP is looking forward to our continued relationship with Jackson State Community College. Thank you for providing quality business programs for your students. We are happy to have you as one of our valued members.

Sincerely,

A handwritten signature in blue ink that reads "Steve Parscale". The signature is fluid and cursive, with the first name "Steve" and last name "Parscale" clearly legible.

Steve Parscale, Ph.D.
Chief Accreditation Officer