

III - Public Information

Business student achievement measures	Performance Measure Measurable goal	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Resulting Trends (5-5 data points preferred)																								
1. License Pass Rate	What is your goal? Remain in the 50% in first-time pass rates for the NJ State CPA Exam.	New Jersey CPA Exam Result Report	The percentage goal is met during the time period.	In a positive trend for the last three years	Review and revise the accounting curriculum for currency in 2021-2022.	<table border="1"> <caption>New Jersey Institutions Top 3 CPA Pass Rates</caption> <thead> <tr> <th>Year</th> <th>TESU</th> <th>TCNJ</th> <th>Rutgers NJ</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>53.3</td> <td>51.6</td> <td>48.2</td> </tr> <tr> <td>2018</td> <td>65.8</td> <td>65.4</td> <td>63.5</td> </tr> <tr> <td>2019</td> <td>74</td> <td>61</td> <td>53</td> </tr> </tbody> </table>	Year	TESU	TCNJ	Rutgers NJ	2017	53.3	51.6	48.2	2018	65.8	65.4	63.5	2019	74	61	53								
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2. BSA Graduation Rates	Achieve annual 20%-25% degree graduation rate within 12 month course cycle.	Internal Aqua Watermark metrics system, Internal Institutional Research data tracking, and Center for Learning and Technology student tracking system.	The were mixed results. While FY2018 and FY2019 achieved % scores within goal ranges - 24.25 adn 23.25%. The FY2020 Q1 and Q2 are below graduation rate targets ranges.	FY2020 is below target influenced the the COVID-19 Pandemic and enrollment trends.	The dean has Increased student outreach and support through School of Business and Management and University resources.	<table border="1"> <caption>BSA Graduation Rate</caption> <thead> <tr> <th>Fiscal Year</th> <th>Graduation Rate</th> </tr> </thead> <tbody> <tr> <td>FY17</td> <td>24.25%</td> </tr> <tr> <td>FY18</td> <td>23.25%</td> </tr> <tr> <td>FY19</td> <td>24.25%</td> </tr> <tr> <td>FY20</td> <td>18.5%</td> </tr> </tbody> </table>	Fiscal Year	Graduation Rate	FY17	24.25%	FY18	23.25%	FY19	24.25%	FY20	18.5%														
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3. BSA Retention Rates	Achieve annual 45% - 50% degree retention rate within 12 month course cycle.	Internal Aqua Watermark metrics system, Internal Institutional Research data tracking, and Center for Learning and Technology student tracking system.	Degree retention rates achieved year-over-year goals within the period. However, with a .5% decrease between FY2019-FY2020.	Overall, positive trend for the last three years.	Monitor FY2020-FY2021 degree retention rates and implement interventions if rates decline.	<table border="1"> <caption>BSA Retention Rate</caption> <thead> <tr> <th>Fiscal Year</th> <th>Retention Rate</th> </tr> </thead> <tbody> <tr> <td>FY17</td> <td>48.5%</td> </tr> <tr> <td>FY18</td> <td>47.5%</td> </tr> <tr> <td>FY19</td> <td>46.5%</td> </tr> <tr> <td>FY20</td> <td>46.0%</td> </tr> </tbody> </table>	Fiscal Year	Retention Rate	FY17	48.5%	FY18	47.5%	FY19	46.5%	FY20	46.0%														
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4. Employer Advancement	Demonstrate 10% increases year-over year*	TESU Strategic Partnership Department	While EdAssist and CPCSCNJ have demonstrated strong increases over the period, UPS has decreased approximately 20%	Shifts in partnership funding	Continue to manage the partnership to goal	<table border="1"> <thead> <tr> <th>Employer</th> <th>School of Business and Management</th> <th>FY17</th> <th>FY18</th> <th>FY19</th> <th>2020</th> </tr> </thead> <tbody> <tr> <td>UPS</td> <td>BSBA</td> <td>200</td> <td>240</td> <td>270</td> <td>180</td> </tr> <tr> <td>EdAssist</td> <td>BSBA</td> <td>14</td> <td>20</td> <td>25</td> <td>30</td> </tr> <tr> <td>CPCSCNJ</td> <td>BSBA</td> <td>80</td> <td>100</td> <td>120</td> <td>100</td> </tr> </tbody> </table>	Employer	School of Business and Management	FY17	FY18	FY19	2020	UPS	BSBA	200	240	270	180	EdAssist	BSBA	14	20	25	30	CPCSCNJ	BSBA	80	100	120	100
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*Note: Table of key and continuous Employer/Business Partners that the School of Business and Management provides the BSA degree. Evidence of continuation of employer advance through education employees.