



OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM


Sponsoring Institution (s): Lindenwood University
Name of Institution (Campus or off-campus residential center in the case of multi-campus institutions).

Program Title: Business Administration
Degree/Certificate: MBA
Institution Granting Degree: Lindenwood University
Delivery Site(s): Old Post Office, 815 Olive Street, St. Louis, MO 63101
Mode of Program Delivery: Seated

Geographic Location of Student Access: St. Louis Metro Area

CIP Classification: 52.0201 (Please provide CIP code)
Implementation Date: Spring 2016
Semester and Year
Cooperative Partners: N/A

AUTHORIZATION

Marilyn Abbott/Provost and VPAA		4/29/2016
Name/Title of Institutional Officer	Signature	Date
Gina Ganahl	636-949-4501	
Person to Contact for More Information	Telephone	



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	135	139	143	148	152
Part Time	9	9	10	10	10
Total	144	148	153	158	162

Please provide a rationale regarding how student enrollment projections were calculated:

Student enrollment projections were calculated using the MBA enrollment for Spring Quarter 2016. The enrollment is for the total program because students can take classes at any of the offsite locations they choose, including Old Post Office. The enrollment projections were determined using a conservative 3% growth per year. The current program goal is 6% overall growth per year. Because higher education as a whole has had less growth in recent years, the enrollment projections above are altered to fit that possibility.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

This program existed at our St. Louis City location that was closed in March 2016. There were students in the program at the St. Louis City location, as well as at the other off-site locations in the St. Louis area. The students who studied at the St. Louis City location can now use the newer facilities, as can the students at the other regional locations.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University – Old Post Office
Program Name Business Administration MBA
Date 6/27/16

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
Students requesting to enter the MBA program must have an additional meeting with the Dean or Program Director prior to admission.
- Characteristics of a specific population to be served, if applicable.
The School of Accelerated Degree programs is tailored to adult learners. The students meet one evening per week and must complete much of the coursework independently to fit their schedule.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Instructors must have at least a master's degree in the field which they teach or a master's degree with 18 graduate credit hours in the discipline.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Graduate business courses in Missouri/Illinois – 37.86/30% full time faculty
- Expectations for professional activities, special student contact, teaching/learning innovation.
Professional Activities: Full time faculty are encouraged and supported to participate in professional development activities. Lindenwood University has a three tiered system for supporting professional development, including attending conference at tier 1 (up to \$750), presenting at a conference at tier two (up to \$1,500), and attending a conference at the University's requires at tier 3 (all approved expenses paid). Program directors

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conduct one or two annual meetings with their adjunct instructors to discuss curriculum advancements, instructional strategies and student issues. Lindenwood University also conducts an Annual Adjunct Conference that includes general sessions and breakout sessions within each academic discipline. Special Student Contact: All graduate applicants are required to meet in person with the director of their program. The program director discusses the applicant's academic and professional background and his/her career and personal education goals. The program director also explains the program format and describes the program curriculum. In addition, full time faculty advisors are required to meet with every advisee in-person or by phone or email exchange prior to enrolling in classes each quarter to provide academic advising and professional mentoring. Teaching/Learning Innovation: The accelerated format allows students to take three interrelated courses from one instructor, one evening per week plus significant homework requirements. We are in the process of transitioning from Blackboard to Canvas LMS instructors will be required to meet minimum use standards.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
152
- Percent of full time and part time enrollment by the end of five years.
93% full-time, 7% part-time

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Using previous records and the enrollment growth goals as a guide, the number of graduates after the third year of implementation is estimated to be 120. After five years, the number of graduates is estimated to be 128.
- Special skills specific to the program.
The MBA
- Proportion of students who will achieve licensing, certification, or registration.
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

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The ETS Major Field Test for MBA students is administered in the MBA Capstone course. The score range has been 234.5 to 242.4, which falls within one standard deviation of the national comparative total mean.

- Placement rates in related fields, in other fields, unemployed.
N/A
- Transfer rates, continuous study.
N/A

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

Lindenwood is accredited through the Higher Learning Commission, and the MBA program is accredited through Accreditation Council for Business Schools and Programs (ACBSP).

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
According to a survey of alumni and current students conducted in 2013, the mean score on the item “My LCIE (the former name for the School of Accelerated Degree Programs) education is valuable to me,” was 6.16 on a 7 point Likert scale.
- Expected satisfaction rates for employers, including timing and method of surveys.
No recent employer surveys have been conducted.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

The School of Accelerated Degree Programs (formerly called Lindenwood College for Individualized Education, LCIE) was established in 1975. Current undergraduate and graduate enrollment at nine locations in the St. Louis metropolitan area is currently 2,392 students in 23 degree programs. The University and School have the infrastructure, faculty, staff, facilities, and technology to successfully support student learning and development. Lindenwood University is 100% debt-free and financially solvent.