



To: SCM Chair and Faculty

From: Doris Geide-Stevenson , Interim Dean

Re: Dean’s response to the SCM Program Review

Date: June 19, 2023

I would like to thank the SCM faculty and chair, as well as the program review team for conducting a thorough and useful program review. I will embed my comments into the departmental responses below.

Areas for Improvement	Response to the Recommendations
Curriculum	
<p><i>Evening-only schedules may serve only a single student population at the expense of another.</i></p> <p>Dean’s Response: I concur with the departmental plans.</p>	<p><i>We plan to address this by piloting a daytime class for the logistics course (SCM 3600) in the Fall 2023 Semester. If the pilot is successful, we may offer other classes during the day, as warranted.</i></p> <p><i>Additionally, we plan to develop a method to seek student feedback and preferences regarding our course scheduling.</i></p>
<p><i>Some courses may benefit from smaller-scope redesigns, with the program offering more targeted skills-based classes at lower credit hours. Redesigning and/or repackaging of courses also has the potential to deliver content and experiential-based learning practices more efficiently, also increasing flexibility and focus for students. The logistics course was specifically mentioned as needing to be redesigned.</i></p> <p>Dean’s Response: I concur with the departmental plans.</p>	<p><i>Weber State already has a block schedule: Two 8-week blocks are built into each semester (including summer). This schedule would allow for small-scope 1.5 credit-hour courses. The SCM group will consider this option as part of its curriculum redesign efforts.</i></p> <p><i>The logistics class needs to be partially redesigned to address the issue of over-whelming students with too much content. Perhaps the course should be split in two to fill curriculum gaps identified in the self-study report.</i></p> <p><i>On a related note, the SCM group created in 2020 four Moyes Center professional certificates on a small scope format with each certificate consisting of two courses (6 CR). The certificates stack into the SCM minor. This model, which provides</i></p>



	<i>increased flexibility and focus for students, has been quite successful.</i>
<p><i>The SCM Program should explore the potential for embedding the Moyes Center certificates in other programs within the Goddard School of Business and Economics, and vice versa. Ties between SCM and business administration, managerial accounting and managerial finance, and MIS are logical and practical ways for students to gain skills and also develop a strategic view of the organization.</i></p> <p>Dean’s Response: To facilitate collaboration among all departments, we will discuss embedding certificates in other programs as part of the GSBE council meetings.</p>	<i>This is a great idea. The idea has already been discussed, and we will continue to explore it further in partnership with other departments within the college.</i>
<p><i>The SCM 3050 course should be changed to better run as an earlier class within the business curriculum and will likely improve enrollment in the SCM program. Alternatively, the program could consider a lower-division course that covers key concepts in SCM that would achieve the same purpose of exposing the major and field to students earlier on.</i></p> <p>Dean’s Response: I concur with the departmental plans.</p>	<p><i>These ideas have already been discussed, and we will continue to explore them further.</i></p> <p><i>Two years ago, the program reintroduced SCM 2400—Fundamentals of Project Management. This is our lowest division course. Enrollment for this course is growing. We hope to attract students from across campus and use this course as a recruiting tool.</i></p>
<p><i>The case analysis materials used across the curriculum, and especially in the case analysis class, could be improved by engaging with advisory board members to develop regionally relevant cases. This will also improve the engagement with the advisory board.</i></p> <p>Dean’s Response: I concur with the departmental plans.</p>	<p><i>We agree with this recommendation and will seek to engage with our advisory board in this way.</i></p> <p><i>One opportunity in the short term could be the DECA high school case competition that the Goddard School hosts in the fall.</i></p>
Learning Outcomes and Assessment	
<p><i>Connections with the alumni and recent graduates need to improve. There are opportunities to better gather exit survey data from graduating students, as well as to better engage with alumni to build a stronger alumni network.</i></p> <p>Dean’s Response: This is an issue for the entire GSBE. The GSBE needs to improve on gathering exit survey data (including career placement data).</p>	<p><i>This idea has already been discussed, and we will continue to explore it further, including making improvements to the exit survey process for our graduates.</i></p> <p><i>Additionally, we are already in the process of developing an alumni board and creating some alumni-facing initiatives. Ad-hoc meetings with a number of alumni have already been held to</i></p>



<p>This will be a college-level initiative for AY 23-24. The goal is to establish regular exit surveys for all GSBE graduates. This data needs to inform our next accreditation cycle.</p>	<p><i>discuss these opportunities. This work will continue.</i></p>
<p>Academic Advising</p>	
<p><i>There is a very low level of student engagement with the college advising team. The program may encourage student engagement by leveraging faculty involvement.</i></p> <p>Dean’s Response: I concur with the departmental plans. Hiring an additional college advisor should help in the advising team’s ability to reach out to additional students.</p>	<p><i>The lack of student involvement with the college advising team is concerning. We will brainstorm with faculty and college advising team to resolve this college-wide concern, which is not unique to the SCM program.</i></p>
<p>Faculty</p>	
<p><i>In terms of faculty needs, the review team noted the departure of a tenure-track faculty, college budgetary pressures, the need for full-time faculty in upper-division major courses and MBA curriculum, support of the Red Barn initiative, the high service burden on junior faculty, and the critical needs of the Moyes Center for Supply Chain Excellence. These pressures generated a recommendation for elevating Nancy Tomon’s role within the Moyes Center and replacing the departing faculty, possibly with an instructor position.</i></p> <p><i>The review team also recommended the program to consider leveraging adjuncts for service work.</i></p> <p>Dean’s Response: I concur with the departmental plans. Given the current background of the tenure-track faculty, it is essential for the SCM group to hire an SA tenure-track faculty with a PhD in supply chain. This is part of the GSBEs top funding priority for the coming academic year.</p> <p>I strongly encourage close collaboration with other departments with regard to curriculum delivery in order to avoid duplication and help focus SCM faculty. It may be possible to offer students a choice with regard to some courses that are taught outside the SCM program – especially with a former SCM faculty now housed in the BAM department.</p>	<p><i>Nancy Tomon will be promoted to the role of Manager of the Moyes Center for Supply Chain Excellence starting on July 1st, 2023. This change will strengthen the center’s leadership team as well as recognize the outstanding work done by Nancy Tomon.</i></p> <p><i>With Dr. Alicia Ingersoll transferring over to the Business Administration & Marketing department, we are left with one open faculty line. While we recognize the benefits of having an instructor line, it will be more beneficial to the program’s future to hire a tenure-track faculty.</i></p> <ul style="list-style-type: none"> <i>The SCM group has a very strong operations management core but is lacking in the purchasing area. Dr. Ingersoll carried that expertise for the group. To replace her adequately, we need a PhD in supply chain management with purchasing emphasis to lead our curriculum and program development efforts (including the Red Barn partnership) in this important area. We cannot rely on someone who is out of touch with the research to design our purchasing and soft skills courses.</i> <i>We also need someone who can teach in the MBA program as part of their load. The MBA program is over-relying on adjuncts and needs more SA instructors.</i>



Additional Notes	
<p><i>The review team encouraged the program to think creatively during strategic planning processes, curriculum discussions, and faculty development. Students perceived the program as highly rigorous. While this perception contributes to positive career outcomes, it may deter some students away from the program. However, there are opportunities to change this perception through curricular redesign.</i></p> <p><i>The review team noted low enrollment, with a student-to-faculty ratio of 10:1, and low student engagement in high-impact classes and student organizations.</i></p>	<p><i>The program is developing and implementing a growth strategy including the following:</i></p> <ul style="list-style-type: none"> • <i>Continue to adapt curriculum to meet market needs.</i> • <i>Develop marketing efforts towards current WSU students, including within GSBE.</i> • <i>Leverage Moyes Center advisory board members and adjuncts for recruiting purposes.</i> • <i>Support GSBE high school outreach efforts including through the Moyes Center high school scholarship program.</i> • <i>Continue to promote the Moyes Center professional certificates to working adults locally.</i> <p><i>We will continue to explore it further.</i></p>

General Dean’s Response: I would like to note that the SCM program has been a very strong contributor to the GSBE activities and has been of substantial help in our achieving successful reaccreditation. The SCM group has a strong industry advisory committee that values the students who graduate from the program. The board indicates that there is strong demand for additional supply chain graduates from the GSBE program. The department has the financial resources – through the Moyes Center – to build up their program. Replacing the faculty line and the creation of the manager position are important steps for the program to continue their societal impact activities (Red Barn) and deliver on the strategic vision for the Moyes Center. In all these endeavors I encourage the SCM group to utilize GSBE resources where available.