



May 22, 2020

Anne M. Carroll  
Dean  
Kutztown University  
College of Business  
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Kutztown, PA 19530  
acarroll@kutztown.edu

Dear Dean Carroll:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by Kutztown University is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of Kutztown University.

Kutztown University has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2024-2025. A timeline specific to the school's visit year is available [here](#).

One purpose of peer review is to recognize initiatives that support an environment of continuous improvement of quality programs. As noted in the team report Kutztown University is to be commended on the best practices found on **Attachment A**.

The school should begin to address the concern(s) identified by the peer review team and CIRC. As part of the next Continuous Improvement Review Application, due July 1, 2022, the school is asked to update the CIRC on the progress made in addressing the concerns listed on **Attachment B**.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the latest revisions to the CIR process. Continue to monitor the website for the most current version of the handbook.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,

A handwritten signature in blue ink that reads "John A. Elliott".

John Elliott, Chair  
Board of Directors

cc: peer review team

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Attachment A

This section provides a brief description of commendations and best practices of the school that demonstrate leadership and high-quality continuous improvement in management education.

- The Department of Business Administration (DBA) faculty qualification guidelines include a requirement for all faculty – regardless of classification – to complete at least one professional engagement activity as a means of enhancing impact.
- Over the review period, the DBA has continually engaged in and evolved its strategic planning process. Plan results demonstrate significant improvement in several areas, demonstrating a focus on engagement, innovation and impact. This is evident in the areas of experiential learning opportunities for students, career preparation, curriculum innovation, industry/practitioner interaction, elevated attention to the quality and impact of faculty research, and high levels of faculty participation in professional development for improvement of teaching.
- The DBA's new personal financial planning and supply chain concentrations are the direct result of a solid strategic planning process coupled with active participation with local industry.
- Collaboration with the university's communications, psychology, and computer science departments has produced new interdisciplinary program opportunities in social media, human resources, and business analytics.
- DBA's Advisory Board is an exceptional partner. Their active involvement in curriculum, the design and participation in student professional development activities, willingness to engage with and involve alumni, and deep commitment with DBA faculty is highly valued.

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Attachment B

This section identifies areas that the school should address during the coming review cycle. Please be prepared to discuss progress made in addressing these concerns in the continuous improvement review application.

1. The department is strongly encouraged to increase its expectations for the quality of its intellectual contributions. The school should consider additional ways of assessing journal quality, such as specifying appropriate journal acceptance rates or developing/adopting a predetermined list of acceptable journals based on clear criteria. (Standard 2: Intellectual Contributions, Impact, and Alignment with Mission)
2. The department should review the circumstances where results from assessment of critical thinking skills and oral communications have not led to improvement. The department is expected to demonstrate how assessment results and the assurance of learning process yields meaningful curricula improvements. (Standard 8: Curricula Management and Assurance of Learning)