

Georgia Southern University  
Intracampus Memo  
Office of the President

Post Office Box 8033  
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<http://welcome.georgiasouthern.edu/president/>

TO: Dr. Clara Krug, Chair, Senate Executive Committee

FROM: Brooks A. Keel, Ph.D.

DATE: June 29, 2012

SUBJECT: **June 6, 2012, Faculty Senate Recommendation  
Undergraduate Committee Minutes**

*BAK*

*cc: Dr. Bartels  
Dr. Thompson*

Following receipt of the Faculty Senate's recommendation at the June 6, 2012, Faculty Senate meeting, I approve this recommendation **EXCEPT** the Old Business action on the Proposed Pre-Business Admission Requirements. Implementing this would set a minimum GPA requirement for admission to COBA. Such a requirement would eliminate a significant number of students from being able to choose Business as a major, and require these students to either change majors, or drop out/transfer out of Georgia Southern. While this might have a positive impact on retention, progression and graduation (RPG) rates for students in COBA, it might very well shift the burden of these students' success to another college, or significantly impact RPG for the university as a whole. Furthermore, allowing COBA to set an arbitrary minimum GPA for admission could set a precedent for other colleges, thus significantly impacting enrollment strategies for the entire university. I believe that this could benefit from a further discussion before I am comfortable taking action on this recommendation. I am therefore charging the Provost with the responsibility of submitting this proposal to the council of Deans and to the Enrollment Management Council for analysis and recommendations.

gm

- c. Dr. Jean Bartels
- Dr. Teresa Thompson
- Dr. Mike Smith
- Ms. Candace Griffith

Georgia Southern University  
Intracampus Memo  
**OFFICE OF THE PROVOST  
AND VICE PRESIDENT FOR ACADEMIC AFFAIRS**

P.O. Box 8022  
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Room 2012

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TO: President Brooks Keel

FROM: William T. Moore, Ph.D. *Ted Moore*  
Provost and Vice President for Academic Affairs

DATE: June 14, 2012

SUBJ: **June 6, 2012, Faculty Senate Recommendation:  
Undergraduate Committee Minutes**

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I recommend approval of the actions contained in the April 10, 2012, Undergraduate Committee minutes considered at the June 6, 2012, Faculty Senate meeting with the exception of the approval of the Pre-B.B.A. Standard issue. I recommend deferral of approval pending further review of possible effects on enrollment.

WTM/lis

pc: Dr. Clara Krug  
Dr. Teresa Thompson  
Dr. Kathy Albertson  
Ms. Candace Griffith

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WTM/lis

pc: Dr. Clara Krug  
Dr. Teresa Thompson  
Dr. Kathy Albertson  
Ms. Candace Griffith

# **Proposed Pre-Business Admission Requirement**

**Proposed Effective Date: Fall 2012**



## Executive Summary

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### **Current Requirement for Students to Enter Pre-Business**

None.

### **Proposed Requirement (approved by the COBA faculty on 4/30/2010)**

Either:

1. High School GPA of 2.5 or higher OR
2. Cumulative GPA of 2.0 or higher in courses taken at Georgia Southern AND grades of "C" or higher in each of the following courses: BUSA 1105, ECON 2105, ENGL 1101 and MATH 1111.

### **Rationale**

The rationale for the proposed change is directed at achieving the following goals:

- (1) improve the quality of pre-business students
- (2) improve retention, progression and graduation rates in the BBA program
- (3) direct students who are unlikely to succeed in business to find majors where they have a greater likelihood of success
- (4) enhance the learning experience for business students who meet the minimum entrance requirements by facilitating faster and deeper coverage of course material

The responsibility and authority to establish entrance requirements resides with the faculty, per the Board of Regents policy and the University statutes (Appendix).

Additionally, the Pre-BBA Requirement fits in with the COBA Strategic Plan and the vision to become a Top 100 Business School in the next ten years. Specifically, it is a vital component of Strategy 4: Enhance the quality of students that are accepted into COBA programs. This strategy is to be addressed, in part, through the implementation of Pre-BBA standards. As student selectivity is an important element of Business School Rankings, enhancing our selectivity through implementation of the COBA faculty approved Pre-Business requirement is a vital component of our strategic plan.

Finally, the SRGIRC did a literature review of student retention issues. The academic ability of the students, particularly high school GPA, has been seen as a key predictor of retention with the literature suggesting that 40%+ of student retention can be predicted based on high school GPA.

## Background and Discussion

The COBA faculty have frequently and consistently expressed a desire to improve the quality of students who enter the pre-business program and a belief that doing so will also improve COBA's RPG performance. It has been observed that students who enter the pre-business program with GPAs lower than a 2.0 have difficulty pulling their GPA's to the level required to exit pre-business and succeeding in the BBA program. At a minimum, this slows progress and graduation. Even worse, repeated attempts to progress in pre-business do nothing to help students consider alternative areas of study for which they are better suited.

The new entrance requirements are based on analysis of data gathered from SP07 through SP10. The SP07 data showed that the best predictors of student grades were cumulative GPA at GSU (correlation of .55) and high school GPA (correlation of .32). Additional analyses comparing data from 2008 versus data from 2010 showed that BBA students have higher high school GPAs and higher GSU cumulative GPAs than do pre-business students. This suggested that BBA students are the "better" students (higher high school GPAs and initial cumulative GPAs at GSU) from earlier pre-business groups that also included "weaker" students who did not progress to BBA status. The proposed entrance requirement would benefit these students by minimizing delays caused by unsuccessful attempts and facilitating earlier discovery of a better fit for their abilities and talents.

The new requirements approved by the faculty will allow students to enter pre-business on the basis of either of the two best predictors of success. Specific "cutoff" values were explored and selected for each avenue to exclude only that portion of the applicant pool whose historical data fell clearly short of BBA requirements for graduation. (The faculty did not choose the higher cutoff values that would be needed to exclude all "unsuccessful groups", recognizing the importance of accommodating individual differences within groups). From the analysis done spring 2010, around 13.8% of our current pre-business students would have been excluded, had the new requirement been in effect when those students entered.

## COBA Student Services Center

For those students who are interested in business, but do not meet the new pre-business admission requirement, the COBA Student Services Center would work with those students to calculate the needed improvements in GPA to meet the new requirements. With additional professional advisors for COBA, additional guidance can be provided to ensure that students understand the requirements and proactively intervene as needed. Additionally, students who cannot meet the Pre-BBA standards are still able to take Area E or F courses for which they meet the individual course requirements. For those students who do not meet the Pre-BBA requirements but who have an interest in business, they would be advised to take BUSA 1105, ECON 2015, ENGL 1101, and MATH 1111 in their first semester at SOAR and that they need to do well in those classes. This would make it clear the expectations to succeed in COBA and help students ascertain where they best fit.

The new pre-business entrance requirements increase the probability that students will progress through pre-business to BBA status and successful completion of their degrees. At the same time, the requirements will help students whose likelihood of success at the BBA level is low more quickly discover alternative fields that are a better fit for their abilities and talents. In summary, the COBA faculty believe the implementation of

these pre-business requirements will benefit students both in COBA programs (pre-business and BBA) and improve COBA's RPG performance.

We strongly feel that the Pre-Business requirement is just one piece of the solution to improve retention, progression, and graduation rates for COBA. There are several other key pieces that have recently been implemented by COBA to aid RPG efforts that include hiring several new professional advisers for the COBA Student Services Center, implementing the College Student Inventory at SOAR to proactively identify and council high risk students, providing Campus Resource information to students, and utilizing Student Referrals to the Academic Success Center. Additionally, the COBA SRGIRC has conducted research on how our peers and aspirants (with better RPG results) have improved their RPG and are in process of developing a proposal for COBA to address RPG along with the implementation of the Pre-BBA requirement.

## **Benchmarking Outcomes**

It is vital that the impact of this requirement on improving RPG be measured. Thus, we recommend that RPG be measured on an annual basis for COBA. We intend to establish baseline RPG numbers in spring, 2011 and the compare those on an annual basis with RPG numbers after the new pre-business admission requirement is put into effect.

There has been some benchmarking efforts already completed in this area that relate to RPG improvements that can be compared in the future with results from implementing the Pre-Business Admission Requirement approved by the faculty 4/30/10.

### **Outcome 1: Accelerate Progression from Pre-Business to BBA Status**

The current 5-year moving average % of students who successfully exit pre-business and attain BBA status is 44.4%. Our objective would be to increase this by 5% (to 49.4%) in five years and measure it annually to determine if this improved progression is occurring.

### **Outcome 2: Reduce the % of COBA Students Who Are Not In Good Academic Standing**

The current 5-year moving average % of COBA students who are not in good academic standing is 13.9%. Our objective would be to reduce this by 2.5% (to 11.4%) in five years and measure it annually to determine if improved progression is occurring.

### **Outcome 3: Increase the COBA Freshman Retention Rate to 85% within the next five years.**

The current COBA Freshman Retention rate (2009-2010) is 79.6% and we would like to see this increase to 85% (approximately one percentage point a year) within the next five years.

### **Outcome 4: Increase the COBA Six Year Graduation Rate to 60% within the next five years.**

The current COBA Six Year Retention rate (2004-2010) is 48.9% and we would like to see this increase to 60% (approximately two percentage points a year) within the next five years.

With all outcomes, with the pre-business requirement, we would improve the strength and fit of students selecting business. Those students who would not meet the pre-business requirement would most likely be



the same students, who a year or two later, would not meet the BBA requirement, would have difficulties maintaining good academic standing, and who would not progress in a timely fashion to graduation. With the pre-business requirement, it becomes clearer to the student what the standards are to successfully progress and graduate with a business degree. The COBA Student Services Center would be there to help the students realize where their talents best fit a degree program.

### **Proposed Effective Date**

The proposed pre-business admission requirements would apply to students who enter as pre-business students in fall 2012 and beyond. Students declared as pre-business prior to fall 2012 would be "grandfathered".

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## Appendix – Governing Documents

### 1. USG Board of Regents Policy Manual

#### **3.2.4 FACULTY RULES AND REGULATIONS**

The faculty, or the council, senate, assembly, or such other comparable body, shall subject to the approval of the president of the institution:

1. Make statutes, rules, and regulations for its governance and for that of the students;
2. Provide such committees as may be required;
3. Prescribe regulations regarding admission, suspension, expulsion, classes, courses of study, and requirements for graduation; and,
4. Make such regulations as may be necessary or proper for the maintenance of high educational standards.

A copy of the statutes, rules and regulations made by the faculty shall be filed with the Chancellor. The faculty shall also have primary responsibility for those aspects of student life which relate to the educational process, subject to the approval of the president of the institution. (BoR Minutes, 1986-87, p. 333).

### 2. Statutes of Georgia Southern University

#### **ARTICLE VI. ACADEMIC COLLEGES AND DEPARTMENTS/SCHOOLS**

**SECTION 1.** Each college of Georgia Southern University shall be organized with an Academic Dean and a faculty.

##### **A. The faculty of each college shall**

- 1) establish entrance requirements for students into the college.**
- 2) prescribe and define courses of study for students in the college.
- 3) establish requirements for degrees and certificates offered in the college and recommend for degrees candidates who have fulfilled degree requirements.
- 4) establish and enforce academic regulations for guidance and advisement of students in the college.
- 5) exercise jurisdiction, in general, over all educational matters within the college.
- 6) have the fullest measure of autonomy consistent with the maintenance of general educational policy and standards and of correct academic and administrative relations with the governing authority of the University. When doubts arise regarding the proper limits of this autonomy, the faculty of a college shall be entitled to ask that the President make a ruling on the question at issue. From the ruling of the President, an appeal may be made to the Board of Regents as provided in Article VIII, Bylaws of the Policy Manual of the Board of Regents.
- 7) make no changes in the curriculum of a college which involve budgetary questions until submitted to and approved by the President.

**COBA GPA Analysis**  
**Expected Impact on Incoming Students with Pre-BBA Requirement GPA (High School/Transfer/or Institutional)**  
**Based on Fall 2010 and Fall 2011 incoming COBA Students**

	Freshmen with HS GPA $\geq 2.5$				Transfers with GPA $\geq 2.0$				Changing Major to COBA with Institutional GPA $\geq 2.0$				Total Incoming Students			
	# who meet	out of	% who meet	# who meet	out of	% who meet	# who meet	out of	% who meet	out of	% who meet	# who meet	% who meet	# who meet	% who meet	# do not meet
Fall 2011	416	470	88.51%	181	197	91.88%	119	128	92.97%	716	90.06%	79				
Fall 2010	399	436	91.51%	191	198	96.46%	176	190	92.63%	766	92.96%	58				

**Updated GPA Status of Fall 2010 students**

In looking students who entered COBA in Fall 2010, approximately 7.8% have less than a 2.0, 14.4% have less than a 2.25 and 24% have less than 2.5. As the required GPA for BBA status is 2.5, this suggests that of the incoming students Fall 2010, than approximately 1/4 of them have not earned the GPA needed to progress into BBA status.

79 + \$6,606 =

\$521,874

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TO: Dr. Brooks A. Keel, Ph.D., President

FROM: Clara Krug, Chair, Senate Executive Committee *CK by Ginger Malphrus*

DATE: June 7, 2012

SUBJECT: **June 6, 2012, Faculty Senate Recommendation  
Undergraduate Committee Minutes**

---

I am pleased to report that the Senate recommends approval of the actions contained in the April 10, 2012, Undergraduate Committee minutes considered at the June 6, 2012, meeting.

gm

c: Dr. Ted Moore  
Dr. Kathy Albertson  
Ms. Candace Griffith  
Dr. Teresa Thompson