## **Organizational Performance Results**

## 1. Student and Stakeholder Focus - Excerpted from ACBSP Evidence File Table 3.2 for Criterion 3.2 - 3.4

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
At least 75% of faculty and staff will contribute to the annual employeegiving campaign at Campbell.	Annual employee-giving campaign.	95% of faculty/staff contributed in the current year.	LF School of Business faculty/staff contribution rate exceeded the national norm of 75% in the past 6 reporting years.	Action Taken and Improvement Made: The faculty/staff contribution and good work are recognized in every faulty/staff meeting, which instill loyalty to and pride in the LF School of Business.  Next Step: Include and enhance loyalty and support from Business Advisory Council (BAC) in the fundraising activities in the next reporting cycle.	% Faculty/Staff contributed to the Annual Employee-Giving Campaign  100 100 92 100 97 95  2016 2017 2018 2019 2020 2021  % Faculty/Staff contributing Goal (national norm)

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
At least 80% of graduate students are satisfied with their overall graduate programs experience at Campbell.	Program exit survey taken at the conclusion of their program curriculum	100% are satisfied with their overall graduate program experience at Campbell.	Positive trend of student satisfaction percentage But students desire to gain more industry-relevant technical skills and team project outside the classroom.	Action Taken: Updated curriculum, hired new faculty with active industry work experience and changed curriculum to incorporate more interactive projects within the courses. (see Standard 3, Appendix A). Improvement Made: Increasing participation rate due to changes in timing and procedure of implementing program exit survey. Next Step: See Standard 3, Appendix B Goals and Plans for AY2021.	1: (0 ::6: 1: 0/)

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	Action Taken or Improvement made, and next step	Provide a graph or table of resulting trends (3-5 data points preferred)
At least 80% of undergraduate students are satisfied with their overall Campbell experience.	Annual spring survey emailing to UG students in April each year	71% satisfaction rate out of 167 respondents in 2021 spring survey.	2021. Pre-COVID student satisfaction rates ranged from 96% to 100%. Due to COVID protocols, no survey was conducted in 2020 and lower satisfaction rate was reported in 2021. Students felt discontent with their Campbell experience because of limited inperson activities in 2021. (Notes: no survey in 2018 was conducted due to understaffing)	alumni, and career services 2. Creating workshops with	% UG Student Satisfaction  149  98  96  100  71  28  2016  2017  2019  2021  # Responses  % Satisfaction
At least 80% of alumni will feel connected to Campbell, Business School	Bi-Yearly Alumni Survey  2017: n= 313, LFSB, UG&MBA  2019: n=100, MBA alumni only  2021: n= 269, LFSB, UG&MBA	61% of 269 respondents felt connected to Business School.	The goal was not met in 2021. There was a decline trend and the connectedness feeling exhibited a 14% decrease from 2020. The sharp decrease was due to the COVID-19 restrictions on the in-person activities. In the same survey, 85% alumni expressed their	Next Step - Resume and enhance alumni-focus activities:  1. Sending quarterly enewsletters to update on Business School news  2. Invite all Business alumni back for on campus and off campus social events  3. Invite alumni to become alumni mentors to students and to be guest speakers  4. Have more alumni events in cities outside of Raleigh (see Standard 3, Appendix E)	Bi-Yearly Alumni Survey % feeling connected to Campbell, Business School  80 78 80 75 80 61  2017, n=313 2019, n=100 2021, n=269 Goal % feeling conneted

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
	Final Internship (for credit) Evaluation by supervisor/employer.	88% of internship supervisors rated their satisfaction with our interns a 4 or better in 2020 academic year.	many internships were canceled.	Action Taken: Launched a new Business Employer-Focus Survey in June 2021 (see Standard 3, Appendix F). Of the 51 respondents, 23 employers will be more likely to convert the internships into perm hires. Next step: 1. Resume "Industry Days" to actively engage potential employers back to campus to increase internship and job placement opportunity in fall 2021. 2. Follow-up feedback from employer survey to keep track of the conversion rate from internships to the perm hires.	Percent of Internship Rating ≥ 4 by Employer Scale: 1= poor, 5= excellent  97 97 88 2018, n=97 2019, n=70 2020, n=69
At least a 10% increase in the student-support events to foster a higher student retention rate and lower the attrition rate.	Student Success Event & Planning records kept by the Student Success Coordinator	Events20FA21SPStudent Support Meetings27147Starfish (CUSucceed) Flags272220Success Coaching-# Students74Leadership Events44Student Success Events38Total Student-support Events313383	The goal was met. The total student-support events increased by more than 10%. The UG program 1st-year retention and attrition rate for the 20FA incoming cohort will be available in 21FA.	The goal was met. The total student-support events increased by more than 10%. The UG program 1st-year retention and attrition rate for the 20FA incoming cohort will be available in 21FA.	Student Support Events  415  263  383  178  19SP  19FA  20SP  20FA  21SP

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
2. Faculty Focus Result	ts - Excerpted from A	ACBSP Evidence File Table 5.3	in Standard 5		
Performance Measure:	Measurement instrument or process	Current Results	Analysis of Results	Action Taken, or Improvement Made, Next Step	Graph or Table of resulting trends
time (PT) faculty workload measured in student credit hours <b>(SCH)</b> per		The ratio was 1.55 (62 : 40), slightly higher than the goal. But the ratio was improving during the past 4 years.	the full-time faculty decreased from 73 to 62. The SCH per section taught by the part-time faculty held fairly stable around 40.	Action Taken: The class size at Main Campus were restricted to 50% capacity in compliance with the Social Distancing Guideline due to COVID-19 challenge.  Improvement made: Full-time faculty workload has improved.  Next Step: In-person delivery mode will be restored in fall, 2021.  When the Social Distancing Guideline is lifted and enrollment increases, the trend might be expected to	Faculty Workload-Student Credit Hours per course section  108  72  42  73  38  62  40  17FA  18FA  19FA  20FA  Full-Time Part-Time Linear (Full-Time)

reverse in fall 2021.

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	Action Taken or Improvement made, and next step	Provide a graph or table of resulting trends (3-5 data points preferred)
	program majors derived from IE data (same as above). The	On average, advisees-adviser ratio was 27 during this self-study year. The goal was met. The advisees-adviser ratio revealed a decreasing trend since 17FA.	624 to 547 during the self- study year.	Action Taken: The full-time faculty increased and primary program enrollments decreased in the self-study year due to COVID-19 challenge. Improvement Made: Advisement load decreased. Next Step: Enrollment is expected to increase and advisees to adviser ratio to increase as well, but still maintained below manageable ratio of 35 or less.	Advisees to Advisers Ratio  42  37  19  19  19  20  17FA  18FA  19FA  20FA  #Advisees per Adviser
activities per year by the following	spring and summer, 2021 with scholarly and professional activities list over the past 3	The goal was met with 70% of full-time (FT) and 82% of part-time (PT) faculty at MC, and 74% of PT at AOE met the criterion on their devotion to the scholarly activities per year. (FT >=3 and PT >=1).	trend of devotion to scholarly activities by both full-time and part-time faculty in the past 3 years.	Action Taken: Encouraged faculty to devote time to the scholarly activities for continuous update knowledge and pedagogy. Improvement Made: Percent of faculty committed to the scholarly activities revealed an upward trend. Next Step: (1) Encourage faculty to use the SEDONA systems to keep track of their activities. (2) Increase the participation rate in the scholarly activity in the next report by 5% for FT faculty and 2% for PT faculty.	Percent of faculty devoted to Scholarly Activities at least 3 for FT faculty per year at least 1 for PT and AOE faculty per year  76 71 65 82 65 70 82 74  2018 2019 2020  FT PT_MC AOE

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
At least 80% of FT faculty and 40% of PT faculty will participate in at least 6 professional activities over the past 3 years.	spring and summer, 2021 with	71% of part-time faculty at MC, and 44% of adjuncts at AOE participated in the professional activities.	Main Campus (MC) did not submit their update CVs. Two adjuncts at Adult & Online Education (AOE) were no longer employed at Campbell after spring, 2021 and their CV files were not updated.	Action Taken: Faculty were encouraged to apply for funding on their professional activities. Next Step: (1) Provide in-person or on-demand video training on how to use the SEDONA systems to keep track of the scholarly and professional activities. (2) Increase the participation rate in professional activities in the next report by 3% for FT and PT faculty, respectively, in the next report	Percent of Faculty Participated at least 6 Professional Activities AY2018-2020  87 71 34 44  FT PT_MC PT_AOE  n = Percent
3. Operations and Sup	port- Excerpted from	n ACBSP Table 7.1.b.			
Performance Measure:	Measurement instrument or process	Current Results	Analysis of Results	Action Taken, or Improvement Made, Next Step	Graph or Table of resulting trends
Increase overall program retention rate of the incoming FF* & TF* cohort in 20FA from 66% to 70%.  *Note: FF= First-Time Full-Time; TF= Transfer Full-Time	The Institutional Effectiveness Office (IE) Provides the official data every May.	66% overall retention rate for Business School; Ranging from 33% to 86% for 19FA incoming cohort for individual programs.		Increased early intervention report on the risk-to-fail-the course students to 3 times each semester at Main Campus. Increased contact with high-risk students by the Student Success Coordinator.	UG Program 1st-year Retention Rate For Incoming Cohort Fall 2016-Fall 2019  76 63 66  Fall 2016 Fall 2017 Fall 2018 Fall 2019

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	Action Taken or Improvement made, and next step	Provide a graph or table of resulting trends (3-5 data points preferred)
Decrease overall attrition rate of the incoming FF & TF cohort in 20FA to less than 20%.		21% for Business School; Range from 0 to 39 % for 19FA incoming cohort for individual programs.	4% decrease from 25% in 18FA attrition rate.	Same as above	UG Business Program 1st-year Attrition Rate  27 21 25 21 Fall 2016 Fall 2017 Fall 2018 Fall 2019
industry-relevant and schedule- flexible to allow students to explore different academic disciplines.	initiated by the Curriculum Committee or the program coordinator at the monthly faculty meeting. (2) The proposal is then submitted to	New 5+3 curriculum is fully implemented in all business programs effective from fall 2020 except ECON, INTBU, and PGA-GM and TRST. PGA-GM and Trust have their own structured professional requirements.	(2) The flexibility of new curriculum makes it possible to change majors and increase retention rate at business school.	Reviewed and revised the curriculum by program. Next Step: (1) Propose to change BS.ECON to BBA.ECON; (2) Propose to revise and implement 5+3 curriculum for BBA in International Business (INTBU)	(1) Fall 2015- established business core courses; combined 2 accounting principles into one (ACCT215); created management accounting (ACCT216); deleted computer and Technology application (BADM125) and replaced by management Information Systems (BADM325, renumber MGMT310 in fall 2020).  (2) Fall 2020- implemented 5+3 curriculum (5 major courses and 3 upper-level business electives), made 124 total hours for most business degree requirement except Trust (reduced from 136 to new 126 hours)

Performance Measure & Measurable Goal	Measurement instrument or process	Current Results:	Analysis of Results:	•	Provide a graph or table of resulting trends (3-5 data points preferred)
Increase job placements (Perm Hires & Internships) and Admission to Graduate schools		242 job placements and admission to graduate schools as of 6/15/21.	after COVID-19 challenging. About 30 more job placements in 6 month of 2021 as compared to the total placements (213) in 2020.	Created a newly equipped Simulation Lab for interview practice. Created mentor systems to connect Alumni with the current students at Business School.  Next Step: Restore Alumni Recognition Day and Job Fair Day at the school and university level in fall 2021.	Job Placements and Admission to Graduate Schools 2017- 2021* (as of 6/15/21)  298 347 314 213 242

## 4. Contribution to the Community, Society Impact, and Industry Connection

4.a. TRUST Programs: (1) Trust Advisors Forum held at Pinehurst annually; offered continuing education credit for CFP, CTFA, ATFA, CRST, and CLE; (2) Trust Advisors Institute (formerly Known as Southeastern Trust School (SETs) held annually at Buies Creek, and (3) Accredited Trust and Financial Advisor (ATFA) Certification. Already over 1,000 fiduciaries nationwide hold the ATFA certification.

Year	Trust Advisors Forum Professional Participants	Trust Advisors Institute Fiduciaries Participants	Notes: 1. Due to COVID-19, Trust Advisors Forum in 2021 was limited to 90 senior fiduciaries. In a typical year, about
2021	90*	n/a due to COVID-19	270 senior fiduciaries from 30 states representing 140 institutions will participate. The profit generated by the Foundation conducting the continuing education programs are used to fund trust scholarships and/or benefit
2020	265	n/a due to COVID-19	the Trust Program.
2019	276	87	2. The Annual Sessions of the Trust Advisors Institute in 2020 and 2021 were canceled due to the COVID-19
2018	266	76	pandemic. Over the years, the profits generated by this program have been used to fund the \$300,000 SETS scholarship, provide \$120,000 towards the cost of the First Citizens Bank wealth Centers, as well as many other
2017	233	79	"Contributions" to the University's mission
2016	262	86	

4.b. VITA/TCE Program by Filing Season (Tax Year)						
Filing Season (tax year)	2021 (2020)	2020 (2019)	2019 (2018)	2018 (2017)	2017 (2016)	
# Faculty	2	2	2	2	2	
# Student volunteers	21	18	13	13	3	
# Community volunteers	2	2	2	3	3	
E-filing	166	142	166	257	228	
Paper filing	20	5	22	42	22	
Not Filed	16	9	10	11	6	
Total returns prepared	202	156	198	310	256	
% Rejected Rate	2%	2.82%	3.01%	3.89%	2.19	

Note: (1) Total returns prepared in 2019 declined due to government shutdown and changes in on-site procedures.

- (2) Due to the Covid-19 pandemic, the Harnett County Volunteer Income Tax Assistance site was closed on March 16, 2020 which was 3 weeks earlier than planned. This resulted in fewer tax returns being prepared.
- (3) In the 2021 filing season, the location of the VITA site changed from the library to Harnett County Commons. While our site was open all of February and March, we saw fewer taxpayers than anticipated. It is not unreasonable to assume that this was due to the change in location, combined with the ongoing challenges of the Corona Virus.
- (4) The site rejection rates only considers e-filed returns that were rejected due to volunteer error. In some cases, rejections are related to software or other issues beyond our control. For example, during the 2021 filing season, the software manufacturer had to make last minute changes due to federal legislation and economic impact payments. These issues caused a number of rejections.