

COMPREHENSIVE PROGRAM REVIEW 2002-2003
UNIVERSITY PROGRAM REVIEW COUNCIL'S EVALUATION
for the

Center for Professional Selling
In the Coles College of Business

SERVICE/RESEARCH CENTER

I. COUNCIL'S GENERAL OBSERVATIONS ABOUT THE CENTER

The Center for Professional Selling began its first year of operation in 2002. Center facilities opened in January 2003. The Center was created “to enhance the practice and professionalism of selling and sales management careers through ties with the business community, education, and scholarship in selling.” The Center has made progress in (1) increasing opportunities for sales majors through enhanced course offerings, (2) networking with the business community, (3) developing an active board of advisors, and (4) creating scholarship opportunities for faculty.

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
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PRODUCTIVITY INDICATORS

II Summary of Center's Overall Productivity	Very Strong	Strong
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Council's Observations:

The Center is the founder of the University Sales Center Alliance and host to the National Collegiate Sales Competition. The Center has created a Board of Advisors made up of area business people. The Center has a Director, Dr. David Shepherd and an Associate Director, Dr. Terry Loe. The self-study indicates that both the Director and the Associate Director published in the leading journal in the field during the assessment period. In light of this scholarship and the Center’s other accomplishments to date, a rating of strong is justified.

II A. Fulfillment of the Center's Purpose & Attainment of Goals	Very Strong	Strong
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Council's Observations:

The mission of the Center is to:

- Educate future sales professionals;
- Forge University/business community partnerships;
- Research selling and sales management topics.

The Center has developed a Board of Advisors and hired a tenure track faculty member. The Center is responsible for the National Collegiate Sales Competition being moved from Baylor University to KSU. These activities by a very new center justify a strong rating.

II B. Services Rendered by the Center to the Campus Community	Very Strong	Strong
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Council's Observations:

The Center’s services to the campus through self-study review of course offerings in the Professional Selling Major, providing faculty advisors for Pi Sigma Epsilon, developing dedicated facilities for the Center, and hosting the National Collegiate Sales Competition justify a rating of strong.

II C. Services Rendered by the Center to External Communities	Very Strong	Satisfactory
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Focus of Evaluation

Self-Study Eval

Council's Eval

Council's Observations:

The self-study points to the accomplishments and activities of Dr. Shepherd and Dr. Loe as services rendered by the Center to the external community. While these are impressive, self-study does not show that they can be ascribed to the Center. A rating of satisfactory is justified.

II D. Grants & Contracts Acquired by the Center	?	Weak
Council's Observations:		

No grants or contracts have been acquired by the Center to this point. Because of the newness of the Center, it is not possible to evaluate the Center on this indicator.

II E. Center Publications, Reports, & Professional Presentations	Very Strong	Strong
Council's Observations:		

The self-study indicates that both the Director and the Associate Director published in the leading journal in the area during the assessment period. In light of this scholarship, a rating of strong is justified.

II F. Sponsorships, Endowments & Gifts Acquired for the Center	Very Strong	Very Strong
Council's Observations:		

The Center has obtained commitments from the business community of over \$250,000 and \$115,000 in support of technology from the Board of Regents.

II G. Sales, Service Fees, & Income Generating Activity	?	Weak
Council's Observations:		

No grants or contracts have been acquired by the Center to this point. Because of the newness of the Center, it is not possible to evaluate the Center on this indicator.

II H. Return on Investment	Very Strong	Strong
Council's Observations:		

In its self-study the Center points to an increase in sales majors, the establishment of an alliance of university selling programs with other universities, a new tenure track faculty position, and the development and funding of new state-of-the-art facilities at a cost of \$150,000. The return on KSU's investment is strong.

II I. Contribution to Achieving KSU's Mission	Very Strong	Strong
Council's Observations:		

While the potential contribution to KSU's mission is very strong, the contribution to date is strong.

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
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QUALITY INDICATORS

III. Summary Conclusions About the Strength of the Center's Overall Quality Council's Observations:	Very Strong	Strong
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III A. Public Recognition, Honors & Awards Received by the Center Council's Observations:	Very Strong	Strong
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The Center points to the fact that the National Collegiate Selling Competition has been moved to KSU from Baylor University. Dr. Shepherd and Dr. Loe have both received national recognition. It is not clear that the latter accomplishments can be ascribed to the Center.

III B. Stakeholder Satisfaction with the Center's Work & Accomplishments Council's Observations:	Very Strong	Satisfactory
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The Center points to increased enrollment and the willingness of members of business community to serve on the Board of Advisors for the Center as evidence of stakeholder satisfaction. The direct connection between the increase in the number of sales majors and the activities of the Center is not clear.

III C. Other Assessments of the Quality of the Center's Work Council's Observations	Very Strong	Strong
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The Center points to the relocation of the National Collegiate Selling Competition to KSU from Baylor University, Dr. Shepherd and Dr. Loe's speaking engagements in the community, and positive press coverage. These indications of quality justify a rating of strong.

III D. Center's Responsiveness to State Needs & Changing Conditions Council's Observations:	Very Strong	Strong
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The Center is responding to the need in the business community for salespeople as evidenced by needs of recruiters at KSU.

Focus of Evaluation

Self-Study Eval

Council's Eval

III E. Quality of the Faculty & Staff Supporting the Center

**Faculty Very Strong
Staff - Weak**

Council's Observations:

The Council agrees with the assessment that the faculty is very strong. Since there is no staff, the rating is weak.

III F. Quality of KSU Facilities & Equipment Supporting the Center

Very Strong Very Strong

Council's Observations:

The newly renovated dedicated space for the Center and the state-of-the art sales labs make the facilities and equipment supporting the Center very strong.

III G. Quality of the Overall Annual Financial Investment
in the Operation of the Center

Very Strong

Satisfactory

Council's Observations:

Since most of the financing of the Center has been external, KSU's investment is only satisfactory.

III H. Quality of Advanced Technology Available to the Center

Very Strong

Very Strong

Council's Observations:

See III F above.

III I. Leadership Position of the Center

Very Strong

Very Strong

Council's Observations:

The Center is one of only eight in AACSB accredited universities and is the only Center for Professional Selling in the southeastern U.S. It is the host of the only national collegiate sales competition, which will become an international competition with the addition of a team from Mexico this year.

IV. CENTER'S VIABILITY AT KSU

Absolutely Viable

Viable

Council's Observations:

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
V. MODEL CENTER POTENTIAL Council's Observations:	Very Strong	Very Strong

Because of its distinctiveness and its accomplishments in the short time since its creation, the potential for model center status is very strong.

VI. COUNCIL'S OBSERVATIONS ABOUT THE PLANS FOR IMPROVING QUALITY & PRODUCTIVITY

The Council agrees with the Center's assessment that increased ties with the business community, diversification of the Board of Advisors, development of more graduate courses in selling, greater utilization of the Center's selling labs, and development of educational programs for businesses would enhance the Center's productivity.

It is recommended that there be emphasis on fee generating activities.

VII. EXPAND, MAINTAIN CONSOLIDATE, OR DISCONTINUE Council's Observations:	Expand	Expand
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Expand as revenues are generated.

COUNCIL'S RECOMMENDED FOLLOW-UP