



January 16, 2015

Lucretia Scoufos
Dean, Instruction
Southeastern Oklahoma State University
John Massey School of Business
1405 North 4th Avenue, Box 4107
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Dear Dean Scoufos:

It is my pleasure to inform you that the Continuous Improvement Review 2 team recommendation to extend accreditation for the undergraduate and master's degree programs in business offered by Southeastern Oklahoma State University was concurred with by the Continuous Improvement Review Committee and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of the school.

The following concerns relative to AACSB standards were identified and must be addressed by the next review. Actions taken and progress made by the school should be reported in the continuous improvement review application and at the time of the next review:

1. Ensure that sufficient emphasis is placed on the implementation of the plan developed for the measurement of all MBA learning objectives including examples of curricular changes put into place to remedy deficiencies in measured outcomes. As mentioned above, the school should be prepared to report on progress made in implementing this plan in the mid-cycle Continuous Improvement Review application (2003 Assurance of Learning Standards 15 and 18 and 2013 Standard 8: Curricula Management and Assurance of Learning).
2. The Committee strongly recommends that the BBA and MBA excerpt tables presented in the report be continually updated so it is clear to the School what areas for improvement exist over the long term (2003 Assurance of Learning Standards 15 and 18 and 2013 Standard 8: Curricula Management and Assurance of Learning).
3. In reference to the School's AOL processes, it is important that clear documentation and follow-up measurement of curricular interventions is maintained to ensure that the effects of the above-referenced curricular changes are long-lasting and sustainable. Systems should be put into place to ensure that curricular interventions become an integral part of the coursework from year to year and as faculty members change (2003 Assurance of Learning Standards 15, 16, 18 and 2013 Standard 8: Curricula Management and Assurance of Learning).

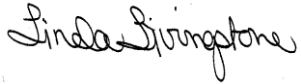
Your School has achieved accreditation for five additional years from the time of the original visit. The next on-site continuous improvement review occurs in the fifth year, 2018-2019. A timeline specific to your visit year is attached.

Please note that your Continuous Improvement Review application will be due on July 1st, two years prior to your review year. This application initiates the continuous improvement review process. In this application you will be expected to provide progress on the strategic management initiatives at your school, with a particular focus on those continuous improvement items identified during your last visit.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for the continuous improvement review. The handbook is evolving and will be updated frequently to provide the most current process improvements. Please monitor the website to make certain that you have the most current version.

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 to develop a more meaningful and beneficial review.

Sincerely,

A handwritten signature in black ink that reads "Linda Livingstone". The signature is written in a cursive style with a large initial "L".

Linda Livingstone, Chair
Board of Directors

cc: Peer Review Team
Enrique Venta, Continuous Improvement Review 2 Team Chair
Kjell Knudsen, Continuous Improvement Review 2 Member

SCOPE OF ACCREDITATION
Continuous Improvement Review December 2014

Name of Institution: Southeastern Oklahoma State University

Name of Business Academic Unit: John Massey School of Business

List of Degree Programs Reviewed:

Undergraduate

- B.B.A. (Accounting, Finance, Management, Marketing, General Business), Locations - Durant, IETV and Web
- Native American Management Option, Locations - Durant, IETV and WEB

Master's

- MBA, Durant, IETV and WEB

CONTINUOUS IMPROVEMENT REVIEW TIMELINE - Visit 2018-2019

| <u>14-15</u> (July 1 – June 30) | <u>15-16</u> (July 1 – June 30) | <u>16-17</u> (July 1 – June 30) | <u>17-18</u> (July 1 – June 30) | <u>18-19</u> (July 1 – June 30) |
|--|--|--|--|--|
| <ul style="list-style-type: none"> Review and Refine Strategic Management Plan Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year | <ul style="list-style-type: none"> Review and Refine Strategic Management Plan Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year | <ul style="list-style-type: none"> Review and Refine Strategic Management Plan Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year | <ul style="list-style-type: none"> Review and Refine Strategic Management Plan Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year | <ul style="list-style-type: none"> Review and Refine Strategic Management Plan Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year |
| | | <ul style="list-style-type: none"> July 1, 2015 - *Submit Review Application with signed cover letter requesting accreditation review and preferred visit dates. | <ul style="list-style-type: none"> Work with AACSB to select Peer Review Team from nominations, peer and aspirant groups | <ul style="list-style-type: none"> *Submit Fifth Year Report |
| | | <ul style="list-style-type: none"> *Submit List of Degree Programs including Catalogs (or online link in lieu of Catalogs) | <ul style="list-style-type: none"> Work with AACSB to set the visit date | <ul style="list-style-type: none"> *Submit Executive Summary |
| | | <ul style="list-style-type: none"> *Submit request for exclusion of degree programs including justification for the request | | <ul style="list-style-type: none"> * Submit Situational Analysis <p><i>*Submitted together</i></p> |
| | | <ul style="list-style-type: none"> *Submit List of Comparison Groups (Peer, Competitive, and Aspirant) <p><i>*Submitted together</i></p> | | <ul style="list-style-type: none"> Accreditation Statistical Reports will be distributed to applicant and team members by AACSB upon request only |
| | | <ul style="list-style-type: none"> Committee on Accreditation Policy (CAP) rules on exclusions and the scope of the accreditation visit | | <ul style="list-style-type: none"> Work with Peer Review Team to prepare the Visit Schedule |
| | | <ul style="list-style-type: none"> Return Date and Team Suggestions as Requested (March 2016) | | <ul style="list-style-type: none"> Peer Review Team Visit |