

**Welcome to the
Spring 2016 Issue of
IACBE NewsBriefs.**



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Spotlight on....

**2016 IACBE Annual Conference and
Assembly Meeting**



Conference Dates

5-8 April • 2016

Conference Theme

Advancing Quality in Business and Management Education

Conference Hotel

The Peabody Memphis Hotel
Memphis, Tennessee • USA

Featured ACAM Sessions

**Q & A Roundtable with the IACBE's President, Vice
President of Accreditation, and Associate Director of
Quality Assurance**

This interactive roundtable session will offer participants the opportunity to visit with the IACBE's President, Vice President of Accreditation, and Associate Director of Quality Assurance and ask questions about accreditation, outcomes assessment, policies, procedures, etc.

**Roundtable on
Special Accounting Accreditation**

The IACBE and a specially-convened task force have recently been working on the development of a protocol for the special accreditation of accounting programs. The process has entered its final phase with the development of accreditation principles, evaluation criteria, and self-study guidelines for accounting accreditation. This roundtable session will provide conference participants with an opportunity to discuss the accreditation manual and the next steps in implementing a pilot program of site visits and accreditation reviews for this important initiative.

**Roundtable for New
and Prospective Members of the IACBE**

The roundtable will provide new and prospective IACBE members with the opportunity to learn more about the organization and its approach to quality assurance in business education.

**Roundtable on Enhancing the IACBE Brand:
What Members Can Do**

This interactive roundtable session will offer participants the opportunity to explore effective ways in which IACBE members can support the enhancement and increased awareness of the IACBE brand. The facilitators of the roundtable together with session participants will investigate the ways in which member institutions can support the efforts of IACBE headquarters by considering members' roles – in their own locales and spheres of influence – in helping to increase awareness of the IACBE.

**Concurrent
Sessions**

The concurrent sessions at the 2016 ACAM will feature presentations dealing with the conference theme and various other topics relating to best practices and excellence in business education.

Special Tour Opportunities

We are pleased to offer conference participants the opportunity to join one of the following special tours:

- Memphis Airport–FedEx Super Hub
- AICPA Accounting Rare Document Archives at the University of Mississippi
- FedExForum
- Gibson Guitar Factory



Accreditation Workshops



Preparing an Effective Self-Study and Site Visit Preparation

During this workshop, each of the IACBE's Accreditation Principles are introduced and the ways in which to document compliance with them in the self-study are explained. In addition, the key points in preparing a complete and accurate self-study document are identified, and common pitfalls to avoid are pointed out. The logistics involved with preparing for an efficient site visit are also covered.

Developing a Comprehensive Outcomes Assessment Plan

This workshop focuses on how to design a comprehensive outcomes assessment plan that meets IACBE expectations for assessing student learning in your business programs and the operational effectiveness of your academic business unit. The workshop discusses the purposes of outcomes assessment; identifies measurement instruments that can be used to assess intended student learning outcomes and intended operational outcomes; and explains the use of outcomes assessment in advancing academic quality in your business programs.

Site-Visit Peer Reviewer Training

A successful accreditation review process depends on a careful, thorough, and objective site visit conducted by a team of well-trained peer reviewers. As the IACBE continues to grow both domestically and worldwide, a corps of competent, knowledgeable site-visit evaluators becomes increasingly essential. Participants will learn how to evaluate self-studies effectively and how to conduct efficient site visits.

Writing Effective Intended Student Learning Outcomes and Designing Evaluation Rubrics for Program-Level Assessment

This workshop will identify the characteristics of good intended student learning outcomes and will provide guidelines for writing clear and effective statements of those outcomes. The workshop will then turn to the development of evaluation rubrics for assessing student work and performance in a variety of assignments and tasks, including the assessment of program-level intended student learning outcomes in business programs.

Fifth Annual Student Case-Study Competition



The Fifth Annual Student Case-Study Competition is open to students from all IACBE-member institutions, and will provide students with an opportunity to showcase their abilities to analyze and present a case focusing on business ethics.

Teams: Teams are to include 2-4 members. Each team must be accompanied by a faculty advisor. The competition is limited to a maximum of eight teams.

Winners: A first-, second-, and third-place team will be selected based on the combined scores from four rounds of presentations. The winning team will be awarded a \$1,000 scholarship generously sponsored by Bloomberg Businessweek.

For more information, please visit the IACBE website at: [Annual Student Case-Study Competition](#).

Annual Awards of Excellence

John L. Green Award for Excellence in Business Education

The John L. Green Award for Excellence in Business Education honors individuals who have made significant contributions that advance the cause of academic quality in business education in a manner consistent with the IACBE's "Characteristics of Excellence in Business Education."

Frank V. Mastrianna Education Leader of the Year Award

The Frank V. Mastrianna Education Leader of the Year Award honors individuals who are exemplary higher education leaders and who have made significant contributions to an institution of higher education or a higher education organization.

Excellence in Teaching Award

The Excellence in Teaching Award recognizes an exemplary teacher/professor who has used his or her expertise to make meaningful and significant contributions to student learning in a way that advances academic quality in business education.

"I'm going to Graceland, Graceland, in Memphis, Tennessee" *(Lyrics by Paul Simon)*



On Wednesday evening, the IACBE is offering an optional opportunity to tour historic Graceland Mansion – the former home of Elvis Presley. The mansion was opened to the public in June 1982, was listed in the National Register of Historic Places in November 1991, and declared a National Historic Landmark in March 2006. Graceland has become one of the most-visited private homes in America with over 600,000 visitors a year, second only to the White House. Make plans now to join friends and colleagues for dinner and an evening of rock-and-roll history at Graceland. We should have a rockin' good time!

IACBE + You = Making a Difference in Memphis

This year, in conjunction with our 2016 ACAM and in the spirit of community engagement and involvement, the IACBE will be helping to support St. Jude Children's Research Hospital. Located in our conference city of Memphis, St. Jude is one of the world's premier pediatric cancer research centers, and is leading the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases. Please join the IACBE in making a difference in Memphis by supporting St. Jude's mission of finding cures and saving children. Every donation counts! For more information about donating to St. Jude, please visit the IACBE website at: [IACBE + You = Mission Possible](#). Donations will also be accepted onsite at the registration desk.



**Conference Hotel
The Peabody Memphis**



In the heart of "Blues City," you'll find The Peabody Memphis, a magnificent Forbes Four-Star, AAA Four-Diamond historic hotel in Downtown Memphis. The Peabody's convenient location is just blocks away from popular Memphis attractions like Beale Street, the Memphis Rock 'N' Soul Museum, Gibson Guitar Factory, National Civil Rights Museum, and Sun Studio. The Peabody itself is also one of Memphis' most popular attractions. The luxury hotel is a member of the Historic Hotels of America – the official program of the National Trust for Historic Preservation. In addition, the Peabody Ducks, which live on the hotel rooftop, march to and from the Grand Lobby daily at 11 a.m. and 5 p.m. in a time-honored tradition dating back to 1933.

**Peregrine Academic Services
Users Group Meeting**



Please plan to join Peregrine Academic Services for a special Users Group Meeting

to be held in conjunction with our 2016 IACBE Annual Conference and Assembly Meeting. The Users Group Meeting will be your opportunity to provide input regarding Peregrine's reports, client administration site, new service development, new topic development, and service delivery. As your thought-partner in higher education, Peregrine Academic Services is anxious to obtain your valuable insights and ideas for its continuous improvement efforts.

The Peregrine's Users Group Meeting is free and open to all conference participants. The meeting will take place on Tuesday, April 5th from 9:00 a.m. until 4:00 p.m. The meeting will be held offsite at the Rendezvous restaurant (52 S. Second Street) just two minutes away from the conference hotel and will include a hosted lunch for all participants. The meeting will be ongoing, so you can plan to join at any time.

2016 IACBE ACAM: Agenda-at-a-Glance

Tuesday • April 5

- Breakfast for Workshop Participants**..... 7:30 am-8:30 am
- Accreditation Workshops** 8:30 am-4:30 pm
- Board of Commissioners Meeting**..... 9:00 am-5:00 pm
- Peregrine Academic Services
Users Group Meeting** 9:00 am-4:00 pm
- Joint Board of Commissioners and Board
of Directors Luncheon** Noon-1:30 pm
- Board of Directors Meeting**..... 1:30 pm-4:30 pm
- Conference Registration** 2:00 pm-5:00 pm
- Welcome Reception (Hosted by IACBE)**..... 6:00 pm-7:00 pm

Wednesday • April 6

- Breakfast** 7:30 am-8:30 am
- Conference Registration** 8:00 am-4:00 pm
- General Meeting of the Assembly** 8:30 am-10:00 am
- Q&A Roundtable with the IACBE's President,
Vice President of Accreditation, & Associate
Director of Quality Assurance** 10:20 am-11:00 am
- Concurrent Sessions** 10:20 am-4:00 pm
- Student Case-Study Competition**..... 10:30 am-5:00 pm
- Roundtable for New and Prospective
Members of the IACBE** 11:10 am-11:50 am
- Luncheon** Noon-1:30 pm
- Board of Directors Meeting**..... 1:30 pm-3:00 pm
- Regional Assembly Officers Meeting**..... 4:00 pm-5:00 pm
- Optional Excursion to Graceland** 6:00 pm-Onward

Thursday • April 7

- Regional Assembly Breakfast Meetings**..... 7:30 am-9:00 am
- Conference Registration** 8:00 am-4:00 pm
- Optional Tour Opportunity (Memphis
Airport-FedEx Super Hub)** 8:00 am-10:30 am
- Student Case-Study Competition**..... 8:00 am-5:00 pm
- Roundtable on Special Accounting
Accreditation** 9:00 am-10:00 am
- Concurrent Sessions** 9:20 am-4:50 pm
- Roundtable on Enhancing the IACBE
Brand: What Members Can Do** 10:20 am-11:50 am
- Recognition and Awards Luncheon**..... Noon-1:30 pm
- Board of Commissioners Meeting**..... 1:30 pm-3:30 pm
- Pre-Banquet Reception** 6:00 pm-7:00 pm
- Accreditation Banquet** 7:00 pm-9:00 pm

Friday • April 8

- Breakfast** 7:30 am-8:30 am
- Workshop Registration** 7:30 am-8:30 am
- Concurrent Sessions** 8:30 am-10:50 am
- Accreditation Workshops** 8:30 am-4:30 pm
- Optional Visit (AICPA Accounting Rare
Document Archives-University of Mississippi)**..... 9:00 am-2:00 pm
- Optional Tour Opportunities
(FedExForum or Gibson Guitar Factory)** 11:00 am-Onward
- Conference Adjourns** 11:00 am

Make Plans Now!

2017 IACBE 20th Anniversary Annual Conference and Assembly Meeting

**The Parc 55 Hotel
San Francisco, California • USA**

18-21 April • 2017



In the Heart of Everything: On the corner of Market and 5th streets, Parc 55 San Francisco offers the perfect location for exploring the city's colorful neighborhoods. The Parc 55 is San Francisco's newest Hilton hotel, and is just steps away from Union Square, San

Francisco's historic and storied cable car system, and the theatre district. The hotel is also close to other popular attractions like Lombard Street and Fisherman's Wharf.



Please mark your calendars and make plans to join us in celebrating the IACBE's 20th Anniversary! We look forward to seeing you in the City by the Bay!

Stay tuned for more information on the IACBE website.

2016 IACBE Summer Accreditation Institute

20-22 July • 2016

Lenexa, Kansas • USA



The IACBE will be sponsoring and hosting our annual Summer Accreditation Institute on July 20-22, 2016. The three-day-long institute offers multiple workshop sessions on various aspects of the IACBE's accreditation, outcomes assessment,

and self-study processes. For additional details about our Summer Accreditation Institute, please visit our website at: [2016 IACBE Summer Accreditation Institute](http://www.iacbe.org/2016-summer-accreditation-institute).

Streamlined Assessment Plan Requirements

The IACBE Board of Commissioners recently approved simplified and streamlined requirements for outcomes assessment plans. In place of assessing concentrations, specializations, emphases, options, and tracks, etc. in a program of study, academic business units will now simply ensure that the intended student learning outcomes in each program substantially encompass the relevant 'Key Learning Outcomes for Business Programs' as identified by the IACBE.

For additional details about the simplified assessment plan requirements, please visit our website at: [Key Content Areas of an Outcomes Assessment Plan](http://www.iacbe.org/key-content-areas-of-an-outcomes-assessment-plan).

IACBE President to Conduct International Accreditation Forums in India



In April 2016, Mr. Dennis Gash, President of the IACBE, and Dr. V.J. Byra Reddy, Asian Regional Assembly Director of the IACBE's Board of Directors, will conduct a series of special accreditation forums focusing on international accreditation

by the IACBE. The forums will highlight the IACBE's outcomes-based approach to accreditation, the methods used to assess student learning and institutional effectiveness, and other essential processes for advancing academic quality in business schools and programs. The forums will be hosted by institutions in Delhi and Bangalore, India.

Recent Accreditations and Candidacies

The Board of Commissioners is pleased to announce that the academic business units in the following colleges, universities, and other higher education institutions have recently earned first-time accreditation, reaffirmation of accreditation, or candidacy status:

Accreditations

Alaska Pacific University (AK, USA), **Azusa Pacific University** (CA, USA), **Concordia College-New York** (NY, USA), **D'Youville College** (NY, USA), **Grantham University** (KS, USA), **Hodges University** (FL, USA), **Husson University** (ME, USA), **Institut Supérieur Européen de Gestion** (Paris, France), **Instituto Tecnológico de Santo Domingo-INTEC** (Santo Domingo, Dominican Republic), **Kentucky Wesleyan College** (KY, USA), **Lindsey Wilson College** (KY, USA), **Northwest Christian University** (OR, USA), **Oregon Institute of Technology** (OR, USA), **Elms College** (MA, USA), **Wilmington University** (DE, USA)

Candidacies

American Graduate School of Business-AGSB (La Tour-de-Peilz, Switzerland), **Curry College** (MA, USA), **Franciscan University of Steubenville** (OH, USA), **International College of the Cayman Islands** (Grand Cayman, Cayman Islands), **International School of Management** (Paris, France), **Stamford International University** (Bangkok, Thailand), **University of the Cumberland** (KY, USA)

Congratulations to Everyone!



**Spring/Summer
2016 IACBE Calendar**



April 5-8	Annual Conference and Assembly Meeting (IACBE Offices Closed April 4-11)
May 30	Memorial Day (IACBE Offices Closed)
July 4	Independence Day (IACBE Offices Closed)
July 12-14	Board of Commissioners Meeting
July 20-22	IACBE Summer Accreditation Institute