

## Initial Self-Evaluation Report (Business) Outline 2020 Standards

### Philosophy and Expectations

The best initial Self-Evaluation Report (iSER) is a strategic management plan that is also attentive to satisfaction of accreditation standards. The process of creating the iSER should naturally flow from, and be part of, the ongoing strategic management process.

A long-standing problem with many iSERs is that they focus solely on closing gaps between current conditions and the conditions necessary to satisfy accreditation standards. An internally generated iSER that is built on the school's particular circumstances is most likely to yield sustained continuous improvement. The goal of the accreditation process regarding strategic management is a focused mission based on strategic thinking, and a plan for implementing the mission while closing existing gaps between conditions at the school and the accreditation standards.

### Objectives and Content

The iSER is an action plan showing how the school will address its areas for improvement during the period of initial accreditation and how the school will maintain continuous improvements. The iSER outlines what gaps need to be closed to align with AACSB standards. The school will continually update the iSER during the initial accreditation process until alignment can be demonstrated. The iSER is an evolving document and ultimately transfers into the final SER used as the basis for the on-site peer review team visit.

The iSER should:

- Lead to a performance level that satisfies AACSB accreditation standards.
- Demonstrate that the resources necessary to satisfy the standards will be available.
- Show how these resources will be managed to reach that performance level.

The report should reflect two levels of analysis. The first level should identify areas of strength and areas for improvement in each standard. The second level should formulate an action plan for addressing weaknesses during the period of initial accreditation and for maintaining continuous improvement of strengths. The action plan must identify specific improvement activities and establish a timetable for the completion of each of these activities. The iSER should also address the resources, the individual(s) responsible for each activity, and an anticipated completion date.

### iSER Guidelines

The iSER includes the following 6 requirements:

- A. Executive Summary
- B. Profile Sheet
- C. Faculty Qualifications/Sufficiency criteria
- D. Standards and Tables (2-1, 3-1, 3-2, 5-1, 8-1, and optional table 9-1)
- E. Strategic Plan
- F. Addendum items

**NOTE: There is a 100-page limit for Sections A, B, C and D documentation.** (Standards Tables 2-1, 3-1, 3-2, 5-1, 8-1 and optional Table 9-1 are not included in 100-page limit)

## **A. Executive Summary**

The IAC requires you to prepare and submit a three to five-page Executive Summary.

The Executive Summary should include:

1. A one paragraph to one-page statement and written description of your mission and objectives;
2. Written descriptions of the processes that support achievement, the outcomes and measurements associated with those processes, and how the processes and objectives may have changed as a result of your efforts;
3. Describe the most significant strategies and outcomes related to Engagement, Innovation, and Impact. Examples should include the outcomes linked to the mission and strategic plan.
4. Provide a description of the school's strategy around diversity and inclusion and how the school seeks to represent diverse people and ideas in the life of the school.
5. A written summary of self-assessed strengths and weaknesses as they relate to AACSB's standards and the achievement of specific objectives;
6. How your strategic plan relates to your mission development activities; and,
7. A written section listing up to five effective practices, which are unique or inherent to the success of your operations.

Provide the Executive Summary as a PDF upload in myAccreditation.

## **B. Profile Sheet**

In addition to the iSER, the school needs to prepare and submit a profile sheet. The IAC uses the profile sheet as a brief overview and reference document in their review. The template for the profile sheet is located on our [website](#).

Provide the profile sheet as a PDF upload in myAccreditation.

## **C. Faculty Qualifications/Sufficiency criteria**

Please provide the criteria the business school uses to define Participating and Supporting faculty, as well as Scholarly Academics (SA), Scholarly Practitioners (SP), Practice Academics (PA), and Instructional Practitioners (IP).

Provide the criteria as a PDF upload in myAccreditation.

## **D. Standards and Tables**

A separate upload is required for each standard. In preparing the narrative for the iSER, the school should review the Definition(s), Basis for Judgement, and Suggested Documentation for each standard located in the *2020 Guiding Principles and Standards for Business Accreditation* which can be found [here](#). An additional resource is the [Interpretive Guidance document](#) which complements the 2020 Business Accreditation Standards and supplies additional guidance beyond what is provided in the standards document, including examples or sample tables where appropriate.

While each standard is a separate upload, the iSER should be viewed as a single document that serves to tell the school's story with respect to standards alignment.

The upload for each standard must begin with the table below and is followed by the supporting documentation.

Standard number: (Example 1, 2, 3...)	
Alignment with Standard (Yes/No):	
Response:	
Actions to be implemented:	
Person(s) responsible:	
Financial resources:	
Timeline:	

**For Standards 2, 3, 5, 8 and 9, a separate PDF upload is required for the related tables (Tables 2-1, 3-1, 3-2, 5-1, 8-1 and optional Table 9-1). These tables are uploaded within the section for each related standard in myAccreditation. These tables are not part of the iSER 100-page limit.**

#### **E. Strategic Plan**

Provide the school's current strategic plan as a PDF upload in myAccreditation.

#### **F. Addendum Items**

The school may upload supplemental documentation into the Addendum tab at the top horizontal bar beside the school's Dashboard tab in myAccreditation. Examples may include assurance of learning (AoL) artifacts, CVs, and any other pertinent information.

Attach supplemental documentation as separate pdf uploads in myAccreditation.

#### **REPORT AND APPENDICES SUBMISSION GUIDELINES**

- The iSER and accompanying documentation must be submitted via myAccreditation by the designated due date reflected in myAccreditation. If submitting for an earlier IAC meeting, please refer to the IAC meeting and submission dates found [here](#).
- Upon submission of your documents via myAccreditation, you will receive an immediate display notification in a green banner, "The project was successfully submitted." In addition, your iSER project status will move from "Not Submitted" to "Submitted".
- If a school is seeking supplemental accounting accreditation, a separate [accounting iSER](#) must be submitted via myAccreditation.
- Should you have any questions, please reach out to your AACSB staff liaison, whose name and email address is displayed in myAccreditation on the Contacts tab.