January 25, 2008

Willie E. Hopkins  
Dean  
College of Business  
301 Tehama Hall - Zip 001  
California State University, Chico  
Chico, CA 95929-0001

Dear Dean Hopkins:

It is my pleasure to inform you that the peer review team recommendation to extend maintenance of accreditation for the undergraduate and master’s degree programs in business\(^1\) offered by California State University, Chico is concurred with by the Maintenance of Accreditation Committee and ratified by the Board of Directors. Congratulations to you, President Zingg, Provost Flake, the faculty, the students, the staff, and all supporters of the business programs at California State University, Chico.

One purpose of peer review is to stimulate further continuous improvement of quality programs. As noted in the team report, your School is to be commended on the following strengths and effective practices:

1. Chico’s SAP program and its status as a “mega-hosting” center for the SAP University Alliance Program;
2. Chico’s Students for the Advancement of Global Entrepreneurship (SAGE);
3. Chico’s Localization program;
4. The curriculum and assessment processes are well documented, driven by input from multiple stakeholders, and generate a curriculum that fits with the mission of the college;
5. Chico’s Student Tracking, Evaluation & Portfolio System (S.T.E.P.S.), which was developed by a student-faculty team;
6. Introduction of Information Assurance to Chico’s Business Information Systems curriculum;
7. Chico has the only Business Information Systems program in the California State University System and the only one on the west coast;
8. Chico prides itself as a relatively large state university that still manages to provide a personalized, “high touch,” quality education to its students;
9. Chico has an extraordinary large number of students and student groups engaged in civic activities and community service.

Additionally, in the interest of continuous improvement, the development of annual maintenance reports provides your school an ongoing opportunity to discuss progress on and updates to the action items within your school’s strategic plan. These annual progress updates are to be retained at your school until 60 days prior to your next on-site review. As identified within the peer review team report, the following items are suggested for incorporation into your ongoing strategic planning initiatives:

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\(^1\) See Attachment A: Scope of Accreditation  
\(^2\) See Attachment B: Timeline
1. Continue development of program offerings in Redding, CA;
2. Phase-out of the Master of Accountancy program;
3. Refine strategic plan for anticipated program growth and faculty retirements;
4. Maintain a faculty sufficient to provide stability and ongoing quality improvement for the programs offered;
5. Ensure that faculty has and maintains intellectual qualifications and current expertise to accomplish the mission of the school (overall and in Redding).

California State University, Chico, College of Business has achieved accreditation for six additional years. The next on-site maintenance review occurs in the fifth year, 2012-13. A timeline specific to your visit year is attached. Please refer to the Maintenance of Accreditation Handbook for more information regarding the processes for maintenance of accreditation. 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 maintenance of accreditation process and for providing valuable feedback to develop a more meaningful and beneficial review.

Sincerely,

Judy Olian, Chair
Board of Directors

c: Paul Zingg, President
Sandra Flake, Provost
Peer Review Team
   C. David Billings, Team Chair
   Scott Johnson, Business Member
   Mason Gerety, Business Member
Caryn Beck-Dudley, Chair, Maintenance of Accreditation Committee
   Timothy Sugrue, MAC Liaison
   Timothy Mescon, MAC Reader
SCOPE OF ACCREDITATION
Maintenance of Accreditation December 2007

Name of Institution:
California State University, Chico

Name of Business Academic Unit:
College of Business

List of Degree Programs Reviewed:
- BS Business Administration
- BS Business Information Systems
- Master of Business Administration
- Master of Science in Accountancy*

* The Master of Science in Accountancy program is discontinued. As of fall 2007 four students remain in the program. Two students planned to graduate in December 2007. One student plans to graduate in May 2008 and one student can not be located.
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<th>Period</th>
<th>Action</th>
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<tr>
<td>08-09</td>
<td>• Review and Refine Strategic Management Plan</td>
<td>09-10</td>
<td>• Review and Refine Strategic Management Plan</td>
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<td>• Prepare Annual Maintenance Report for prior academic year</td>
<td>10-11</td>
<td>• Prepare Annual Maintenance Report for prior academic year</td>
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<td>• Complete Key Data and Accreditation Data Sections of the Business School Questionnaire for prior academic year</td>
<td>11-12</td>
<td>• Prepare Annual Maintenance Report for prior academic year</td>
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<td>• Complete Key Data and Accreditation Data Sections of the Business School Questionnaire for prior academic year</td>
<td>12-13</td>
<td>• Prepare Annual Maintenance Report for prior academic year</td>
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<td>• Complete Key Data and Accreditation Data Sections of the Business School Questionnaire for prior academic year</td>
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<td>• July 1 - Submit Maintenance Review Application with signed cover letter requesting maintenance review and preferred visit dates.</td>
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<td>• Accreditation Coordinating Committee rules on exclusions and the scope of the accreditation visit</td>
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<td>• Submit List of Degree Programs including Catalogs</td>
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<td>• Submit Fifth Year Maintenance Report and the five year collection of Annual Maintenance Reports</td>
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<td>• Submit request for exclusion of degree programs including justification for the request</td>
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<td>• Submit Policies for Faculty Management, including Non-Tenure Track Faculty</td>
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<td>• Submit List of Comparison Groups (Peer, Competitive, and Aspirant)</td>
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<td>• Submit Executive Summary including effective practices</td>
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<td>Previous four items to be submitted together.</td>
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<td>• Accreditation Statistical Reports will be distributed to applicant and team members by AACSB</td>
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<td>• Work with Peer Review Team to prepare the Visit Schedule</td>
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<td>• Peer Review Team Visit</td>
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