



May 20, 2016

Kathryn D. Martell  
Dean  
Central Washington University  
College of Business  
400 East University Way, Shaw-Smyser 129  
Ellensburg WA 98926-7487  
United States

Email: [martellk@cwu.edu](mailto:martellk@cwu.edu)

Dear Dean Martell:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the undergraduate and master's degree programs in business offered by Central Washington University is 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 College of Business.

One purpose of peer review is to stimulate further continuous improvement of quality programs. As noted in the team report, Central Washington University is to be commended on the following strengths, innovations, unique features and effective practices:

1. A key strength of the College of Business is the administrative team. They are to be commended for effective leadership during times of financial difficulties. A culture of collegiality is evident, and both junior and senior faculty show tremendous commitment to students, school values, and mutual respect. Dean Martell should be particularly commended for building such a strong sense of **camaraderie** among faculty and staff across three campuses at disparate locations.
2. The College of Business has exhibited a number of unique and innovative program features and management practices over the past five years that are indicative of overall high quality and a focus on continuous improvement. Among them are:
  - The development of a new Mission Statement through a process that engaged all faculty and staff, as well as many students and business partners across three campus locations, and produced a final product that has been enthusiastically embraced by the entire business school and its industry partners.
  - A highly collaborative academic environment between and among junior and senior faculty members, and between the faculty and administration, housed in three separate locations.
  - Direct and continuously growing involvement of industry players in bringing valuable hands-on learning experiences to students through such initiatives as summer "boot camps" in a broad range of disciplines, real world consulting projects incorporated in many courses and institutes and alliances in supply chain management, innovation and entrepreneurship that build relationships between industry professionals, faculty and students.
  - A committed and highly engaged faculty and supporting staff that are seen by students as fully supportive of their academic and professional development.

AACSB World Headquarters  
777 South Harbour Island Boulevard  
Suite 750  
Tampa, Florida 33602 USA  
+1 813 769 6500

Asia Pacific Headquarters  
331 North Bridge Road  
#10-04/05 Odeon Towers  
Singapore, 188720  
+65 6592 5210

Europe, Middle East, and Africa Headquarters  
UP Building  
Piet Heinkade 55  
1019 GM Amsterdam, the Netherlands  
+31 20 509 1070

[aacs.edu](http://aacs.edu)

Additionally, in the interest of continuous improvement, the school should begin to address the following items and be prepared to update the Committee on progress made in the Continuous Improvement Review Application that is discussed below:

- The school needs to develop a more systematic method of closing the loop for all learning goals. This should be a faculty driven process and engaging the entire faculty in the implementation. (Standard 8: Curricular Management and Assurance of Learning)

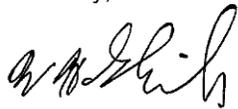
Central Washington University has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2020-2021. A timeline specific to the school's visit year is attached.

Please note that the Continuous Improvement Review Application is due on July 1<sup>st</sup>, two years prior to the review year. This application initiates the continuous improvement review process. In this application, please provide an update on progress in addressing the concerns stated above in addition to other relevant information for initiation of the next continuous improvement review.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the latest revisions to the CIR process. Continue to monitor the website for the most current version of the handbook.

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 that is essential to a meaningful and beneficial review.

Sincerely,



William H. Glick, Chair  
Board of Directors

cc: Peer Review Team  
Faye S. McIntyre, Chair  
M. Barry O'Brien, Team Member  
Lewis M. Chakrin, Team Member

SCOPE OF ACCREDITATION  
Continuous Improvement Review April, 2016

**Name of Institution:** Central Washington University

**Name of Business Academic Unit:** College of Business

**List of Degree Programs Reviewed:**

- B.S. Business Administration
- B.S. Accounting
- B.S. Economics
- Master of Professional Accountancy

# CONTINUOUS IMPROVEMENT REVIEW TIMELINE

## 2020-2021 Visit Year

The Continuous Improvement Review Process is displayed below as a timeline. This five-year review cycle remains constant throughout the cycle of consecutive review for a school, irrespective of whether a continuous improvement review 2 is required. Therefore, Year 1 represents the academic year immediately following an on-site review, regardless of whether or not an accreditation decision has been made. The next visit will occur in Year 5. The Continuous Improvement Review Committee is responsible for oversight of the Continuous Improvement Review process for review.

Year 1 (July 1, 2016 – June 30, 2017)	Year 2 (July 1, 2017 – June 30, 2018)	Year 3 (July 1, 2018 – June 30, 2019)	Year 4 (July 1, 2019 – June 30, 2020)	Year 5 (July 1, 2020 – June 30, 2021)
<ul style="list-style-type: none"> <li>Review and Refine Strategic Management Plan</li> </ul>	<ul style="list-style-type: none"> <li>Review and Refine Strategic Management Plan</li> </ul>	<ul style="list-style-type: none"> <li>Review and Refine Strategic Management Plan</li> </ul>	<ul style="list-style-type: none"> <li>Review and Refine Strategic Management Plan</li> </ul>	<ul style="list-style-type: none"> <li>Review and Refine Strategic Management Plan</li> </ul>
<ul style="list-style-type: none"> <li>Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year</li> </ul>	<ul style="list-style-type: none"> <li>Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year</li> </ul>	<ul style="list-style-type: none"> <li>Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year</li> </ul>	<ul style="list-style-type: none"> <li>Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year</li> </ul>	<ul style="list-style-type: none"> <li>Complete Key Data and Accreditation Data Sections of the <i>Business School Questionnaire</i> for prior academic year</li> </ul>
		<ul style="list-style-type: none"> <li>July 1, 2018 - Submit Continuous Improvement Review Application(s)</li> </ul>	<ul style="list-style-type: none"> <li>Peer Review Team and visit date confirmed. See <a href="#">Accreditation Policies &amp; Procedures</a> for Volunteer Deployment and Selection</li> </ul>	<ul style="list-style-type: none"> <li>Distribute Completed Continuous Improvement review Report(s) 60 Days Prior to Visit</li> </ul>
		<ul style="list-style-type: none"> <li>CIRC or AAC rules on exclusions and the scope of the accreditation visit</li> </ul>	<ul style="list-style-type: none"> <li>Begin communications with Peer Review Team</li> </ul>	<ul style="list-style-type: none"> <li>Accreditation Statistical Reports will be distributed to applicant and team members by AACSB at least 60 days prior to visit date upon request only</li> </ul>
		<ul style="list-style-type: none"> <li>Date and Peer Review Team Nomination Request sent to school (February 2019)</li> </ul>		<ul style="list-style-type: none"> <li>Work with Peer Review Team Chair to finalize the Visit Schedule</li> </ul>
		<ul style="list-style-type: none"> <li>Return Date and Peer Review Team Nominations form to AACSB (March 2019)</li> </ul>		<ul style="list-style-type: none"> <li>Peer Review Team Visit</li> </ul>