



## INTERIM REPORT

This is the interim report in response to the graduate school review letter dated June 7, 2007.

In the letter, the team indicated- "The interim report should focus on progress in strengthening the Business Program's identity, rather than on UWB campus governance issues."

The UW Bothell School of Business (our organizational unit name has changed from the UW Bothell Business Program as of Spring Quarter, 2012) has pursued this strategically and we believe the "brand blurring" issue has been significantly reduced. Below, we outline the key developments on this front.

First, in collaboration with the Vice Chancellor of Academic Affairs, the leadership of the Academic Council and the General Faculty Organization at UW Bothell, we pursued a name change of our unit from "UW Bothell Business Program" to "UW Bothell School of Business." Pursuant to a recommendation from the UW Bothell Chancellor, the UW Provost and President, the UW Regents discussed this matter at their February 9, 2012 meeting and concurred. As a result, we officially became the UW Bothell School of Business on March 26, 2012. Our transition from the Business Program to the UW Bothell School of Business allows us to clearly represent ourselves to internal and external stakeholders.

Second, the UW Bothell Business Program has always been jointly accredited with Seattle's Foster School and Tacoma's Milgard School. For the first time in our organizational history, the American Association of Collegiate Schools and Businesses (AACSB) independently accredited us effective Fall 2011. This has significant implications on our identity. Notably, we are listed as a separate member in the directory of AACSB-accredited schools and are treated as co-equals with eminent business schools worldwide.

Third, the UW Bothell campus itself has carved a clearer identity for itself. This has been done through the development of a campus-wide strategic plan - the 21st Century Campus Initiative (<http://www.uwb.edu/21stcentury>) - that is monitored annually for progress and outcomes. UW Bothell has also grown the Office of External Relations, which has taken charge of communications about the campus, chief among them being the increased visibility of the campus in the region and across the state. The nature of the campus has changed with the addition of campus housing and the planned additions of a third building, a sports field and a conservatory.

The campus has emerged from its roots as a campus that primarily supports undergraduate education to one with a palette of graduate programs. At this point, the campus supports these graduate degrees- Leadership Development for Educators (LEDE) (M.Ed.), Master of Science in Computing & Software Systems, Master of Arts in Cultural Studies, Master of Education, Master of Nursing, Master of Arts in Policy Studies, Master of Fine Arts in Creative Writing and Poetics,



and, Secondary Teacher Certification (M.Ed.). Total campus graduate enrollment has risen considerably as shown below-

<i>Quarter, Year</i>	<i>Graduate FTE Count</i>
Fall 2011	435
Fall 2010	435
Fall 2009	367
Fall 2008	271
Fall 2007	221

Fourth, we have added a new MBA program at our Eastside Leadership Center in Bellevue, WA- the Leadership MBA. This program was designed in collaboration with industry leaders' consistent demand for greater leadership curriculum in MBA programs. This program has been received really well by the community. We have a total student FTE of 145 in 2011-12. In comparison, we had one MBA program with a student FTE of 75 in 2004-05. The Leadership MBA program was launched in 2009, with an incoming cohort of 34 students, all of whom graduated on time in 2 years; in comparison, our first Masters of Management program was launched with a cohort of 19 students in 1998.

Finally, our Evening MBA programs have received favorable rankings in the *BusinessWeek* biennial rankings of part-time MBA programs offered across the nation. Details are below-

- In 2009, we were ranked #51 in the nation and #3 in the six-state Pacific Northwest region, behind Seattle University (#25) and the Foster School Evening MBA program (#40). A total of 99 schools across the country were ranked in this 2009 survey; a substantial number were mentioned but not ranked.
- In 2011, we were ranked #63 in the nation and maintained our #3 ranking in the Pacific Northwest region, behind Foster School Evening MBA (#10) and Seattle University (#41). The number of ranked schools in the 2011 survey increased to 212; again, a substantial number of schools were mentioned but not ranked.

We look forward to working with the graduate school in the future.

Sincerely,

Sandeep Krishnamurthy, Ph.D.  
Director, UW Bothell School of Business

Cc: Dr. Susan Jeffords, Vice Chancellor of Academic Affairs, UW Bothell