



March 8, 2021

Todd A. Shawver
Dean
Bloomsburg University of Pennsylvania
Zeigler College of Business
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Dear Dean Shawver:

It is my pleasure to inform you that the CIR2 peer review team recommendation to extend accreditation for the degree programs in business offered by Bloomsburg University of Pennsylvania is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of Bloomsburg University of Pennsylvania.

Bloomsburg University of Pennsylvania has achieved accreditation for five additional years. Based on the original review year of 2019-2020, the next on-site continuous improvement review occurs in the fifth year, 2024-2025. A timeline specific to the school's visit year is available online: <https://www.aacsb.edu/accreditation/journey/business/continuous-review>

One purpose of peer review is to recognize initiatives that support an environment of continuous improvement of quality programs. As noted in the original team report, Bloomsburg University of Pennsylvania is to be commended on the best practices found on **Attachment A**.

The school should begin to address the concerns identified by the peer review team and CIRC. As part of the next Continuous Improvement Review Application, due July 1, 2022, the school is asked to update the CIRC on the progress made in addressing the concerns listed on **Attachment B**.

Please refer to the [Continuous Improvement Review Handbook](#) for the most current 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.

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,

A handwritten signature in black ink that reads "Linda U. Hadley".

Linda U. Hadley, Chair
Board of Directors

c. Peer Review Team

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Attachment A

This section provides a brief description of commendations and best practices of the school that demonstrate leadership and high-quality continuous improvement in management education.

- The Zeigler College of Business (ZCOB) faculty is commended for their numerous engagement activities focused on the professional development of their students in activities such as the ZIPD Annual Conference, professional selling competitions, Husky Dog Pound, and others.
- The ZCOB is commended for addressing its challenges in hiring new faculty by developing the “Grow your Own” program whereby adjunct/non-tenure track faculty members are encouraged and supported to pursue a doctoral degree thereby adding additional SA faculty.

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Attachment B

This section identifies areas that the school should address during the coming review cycle. Please be prepared to discuss progress made in addressing the concerns in the continuous improvement review application.

1. The school has done a good job of linking the mission and the strategic plan. As the next revision of the mission occurs, the school is encouraged to work on a focused mission that adds elements of distinctiveness and embraces innovation as a key element. (2013 Standard 1: Mission, Impact, Innovation; 2020 Standard 1: Strategic Planning)
2. Now that a plan is in place for assurance of learning (AoL), the school should concentrate on ensuring that the results of the school's AoL work leads to curricular and process improvements for its programs. (2013 Standard 8: Curricula Management and Assurance of Learning; 2020 Standard 5: Assurance of Learning)

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