Faculty Annual Report  
(Faculty Matrix)  
AACSB Measures Synopsis

Faculty Member:  
Department:   
Date:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Engagement / Connect | Innovation / Develop | Impact / Transformation |
| Teaching |  |  |  |
| Scholarship |  |  |  |
| Service |  |  |  |

**Examples of impact, innovation and engagement**

**IMPACT**

**Impact - Teaching**

1. **Writing-Intensive Courses**

These courses emphasize writing at all levels of instruction and across the curriculum, including final-year projects. Students are encouraged to produce and revise various forms of writing for different audiences in different disciplines.

1. **Collaborative Assignments and Projects**

Collaborative learning combines two key goals: learning to work and solve problems in the company of others, and sharpening one’s own understanding by listening seriously to the insights of others, especially those with different backgrounds and life experiences. Approaches range from study groups within a course, to team-based assignments and writing, to cooperative projects and research.

1. **Undergraduate Research – Supervised thesis**

Students are actively involvement in systematic investigation and research. The goal is to involve students with actively contested questions, empirical observation, cutting-edge technologies, and the sense of excitement that comes from working to answer important questions.

1. **Diversity/Global Learning**

Students explore cultures, life experiences, and worldviews different from their own. These studies—which may address U.S. diversity, world cultures, or both—often explore “difficult differences” such as racial, ethnic, and gender inequality, or continuing struggles around the globe for human rights, freedom, and power.

1. **Service Learning, Community-Based Learning**

Field-based “experiential learning” to give students direct experience with issues they are studying in the curriculum and with ongoing efforts to analyze and solve problems in the community. A key element in these programs is the opportunity students have to both *apply* what they are learning in real-world settings and *reflect* in a classroom setting on their service experiences. These programs model the idea that giving something back to the community is an important college outcome, and that working with community partners is good preparation for citizenship, work, and life.

**Impact – Scholarship**

1. List # of A, B, C journal publications.
2. Significant scholarship activities that connect to the professional community (ex., editorship, associate editorship, editorial board memberships, invitation to serve as journal reviewer, appointment to leadership position in professional association, conduct external reviews (ex. P&T) at other schools)
3. Citation counts for specific journal articles.
4. Download counts for articles in electronic journals
5. Recognitions for research (e.g., Best Paper Award, fellow status in an academic society, and other recognition by professional and/or academic societies for intellectual contribution outcomes)
6. Participation in academic/professional conferences, scholarly programs, and/or international, national, or regional research forums.
7. Competitive grants awarded by external agencies or third-party funding for research projects

**Impact – Service**

1. Media citations
2. Books and publications in practitioner journals or in new media (by number of editions, number of downloads, number of views, use in teaching, sales volume, etc.)
3. Presentations and workshops for the community.
4. Memberships on boards of directors of corporate and non-profit organizations.
5. Number of collaborative research and outreach activities
6. Number of service-learning and civic engagement activities

**Innovation**

**Teaching**

* Experimentation with pedagogy:
  + New pedagogical methods including flipped classroom, co-teaching, hybrid, and online offerings
  + New and revised assignments and exams including business plan/ business pitch assignments, interactive exercises, “hands-on assignments”, and service-learning
  + Integration of cases in courses including case competitions in the class
  + Integration of technology in courses including utilizing new technology sources (open source), clickers, online formats (GitHub), software, simulations, blogs, video-conferencing, and Adaptive Learning Technology (AI)
  + Integrate cutting-edge topics into the curriculum
  + Integration of industry, “real-world” through guest speakers, field trips, and “real-life” projects
  + Utilize cost-effective alternates for course materials
  + New course development to include interdisciplinary courses with team teaching and Honors Thesis
* Provide opportunities for research in the classroom including the use of the Behavioral Lab, T. Rowe Price Finance Lab, and increasing the number of Independent studies
* Integrate external certifications within curriculum as foundation of learning
* Provide learning opportunities for students and faculty outside of the classroom
* Introduction of forward-looking programs

**Scholarship**

* Adoption of new research methodologies
* Engage students in research and dissemination of findings
* Broaden scope of multi-disciplinary research
* Pursue patents and trademarks
* Secure non-traditional funding for research, i.e. fellowships, grants, contracts
* Translate research for different audiences and media

**Service**

* New internal opportunities/ dynamic task forces
* Use technology to improve flexibility and collaborative effectiveness of service
* Community fundraisers and non-profit development within departments and college
* Faculty outreach initiatives, i.e. pro-bono work, ad hoc services, consulting
* Develop and participate in CBE/ TU extra-curricular outreach programs- VITA Tax Prep, Maryland Council on Economics Education, and Towson Global

**Engagement**

**Teaching**

* Guest speakers from industry and government in classroom
* Live and real-world cases
* Participating in internal and external case competitions
* Industry partnerships
* Industry site visits
* Supervising 497 Internships
* Supervising 797 Internships

**Scholarship**

• Reviewer for journal and conference

* Serving on editorial boards

• External consulting in research area

• Industry participation in research

• Direct UG/grad research projects

* Presentations to industry/non-profits

**Service**

* Faculty advisor for student groups
* Students working projects with outside groups (NGO, Gov’t, Industry)
* Host industry events for external constituents (ex. SCM forum)
* List of CBE extra-curricular events attended where students are present
* Serving on industry/non-profit boards