

CULTURAL CHANGES IN ACADEME DUE TO AACSB ACCREDITATION

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ABSTRACT

Numerous universities are striving for either AACSB or ACBSP accreditation in an effort to market themselves effectively in an increasingly competitive realm. Although consultants abound from each organization to offer aid, a large share of the currently employed faculty has little knowledge or perspective as to how the changes will effect their current culture. This session will explore and identify selected components and address how change might occur in a positive and constructive manner.

The panel is comprised of MEA members that have been on board organizations that have successfully attained at least one of the accreditations. They will discuss a variety of subjects that impact on various stakeholders including:

- Increased emphasis on journal articles in a resource constrained environment. Merits of co-authored journals vs. solo authored journals.
- Hiring a different "type" of faculty member; more research oriented, terminally degreed with different expectations as to pay, research releases and resources.
- Impact on existing academic culture and subsequent pressures and changes. For instance, heavily "service" oriented culture clashing with new emphasis on "research" culture with results impacting on turnover rates in faculty and administrators as well as increased faculty stressors.

- Increased rigor in the classroom and student's reactions. The findings from a survey examining student knowledge concerning AACSB, stress levels, expectations, etc. will be presented.
- External pressure to pursue accreditation and the resources needed as well as the "fallout" on campus as reduction in number of preps and an increase in "market" wages in School of Business increases conflict with other colleges on campus i.e. Arts and Sciences.
- The impact of legislative mandates that currently drive AACSB and ACBSP accreditation.
- Are teaching mission schools assessed in a significantly different manner than research institutions?
- Review teams, visitation teams and consultants: accountability and responsibility in contemporary academe. Are there hidden agendas?

It is the intent of this session to address challenges common to all who are currently seeking AACSB or ACBSP accreditation. Although there are policy manuals that spell out the steps to take in pursuing accreditation successfully, it is oftentimes the subtleties of an enmeshed academic culture that prove to be the most difficult obstacles to a successful change. It is believed that in addressing these "cultural challenges" that the transition to an accredited university can be made more effectively and successfully.