

NASBA

108th Annual Meeting

Dana Point, California October 25-28, 2015

Recognizing Changes in Education

James Suh – Moderator

Panelists: Bruce Behn, CPA, David Leasure, Ph.D.,
Robert D. Reid, Ed.D.

ABOUT WGU



- Founded in 1997 by 19 Governors
- Online, non-profit, accredited (NWCCU/CCNE/NCATE) University
- Serving US working adults
—20s to 50s, avg 37
- 61,000+ students and 53,000+ graduates in all 50 states
- Bachelor's and Master's degrees in high-growth fields:
 - Business/Accounting,
 - Education,
 - Information Technology
 - Healthcare

“WGU is an affordable, online, nonprofit institution that measures the success of its students – most of them working adults – not by credit hours but by demonstrated mastery of a subject. **While such programs [like WGU’s] are now the exception, I want them to be the norm.**”

– [Arne Duncan](#)
[US Secretary of Education](#)

“I’m impressed by the results in places like Western Governors University. Its low-cost online programs **rely on competency-based progression, not class time or credit hours.** It uses external assessments to evaluate student proficiency.”

– [Bill Gates](#)
[Why American Colleges Have to Change](#)

“WGU gives students the ability to really **assemble the complete package**, from the subject matter to the specific skills to the certification that gives **employers confidence** when they’re making a hiring decision.”

– [Brad Smith](#)
[General Counsel & Executive VP, Microsoft](#)



WGU's CBE IMPLEMENTATION



Student- Centric

- Measure learning, not time
- Faculty supported, self-paced
- Anytime, anywhere learning
- Career Focused

Rigorous Courseware & Assessments

- Designed by experts –MAcc designed with BYU accounting faculty
- Evidence-centered design of assessment, valid & reliable
- Secure testing

Technology-First

- Real-time, big data analytics
- Integrated eco-system
- Leverage Market
- Scale with Quality

2014 National Survey of Student Engagement, WGU significantly higher:

- Quality of faculty interaction (+20%)
- Quality of academic support (+23%)
- Entire educational experience (+16%)
- Job related knowledge & skills (+13%)

2014 Gallup Poll of employers:

- WGU grads more likely to be engaged employees—15% higher
- 92% said WGU graduates exceed expectations
- 93% of employers rate “soft skills” of WGU graduates as equal or better than other graduates

SERVING THE UNDERSERVED



WGU's **Accounting Programs** student population is comprised primarily of underserved students and they are *thriving*.

	BSAC	MACC
Program Size	3,890	246
% Underserved	75%	65%
First Generation Student	40%	36%
Full-Time Employed	67%	72%
Average Age	35.9	36.8
Monthly Retention Rate	98.0%	97.4%

AACSB International Introduction

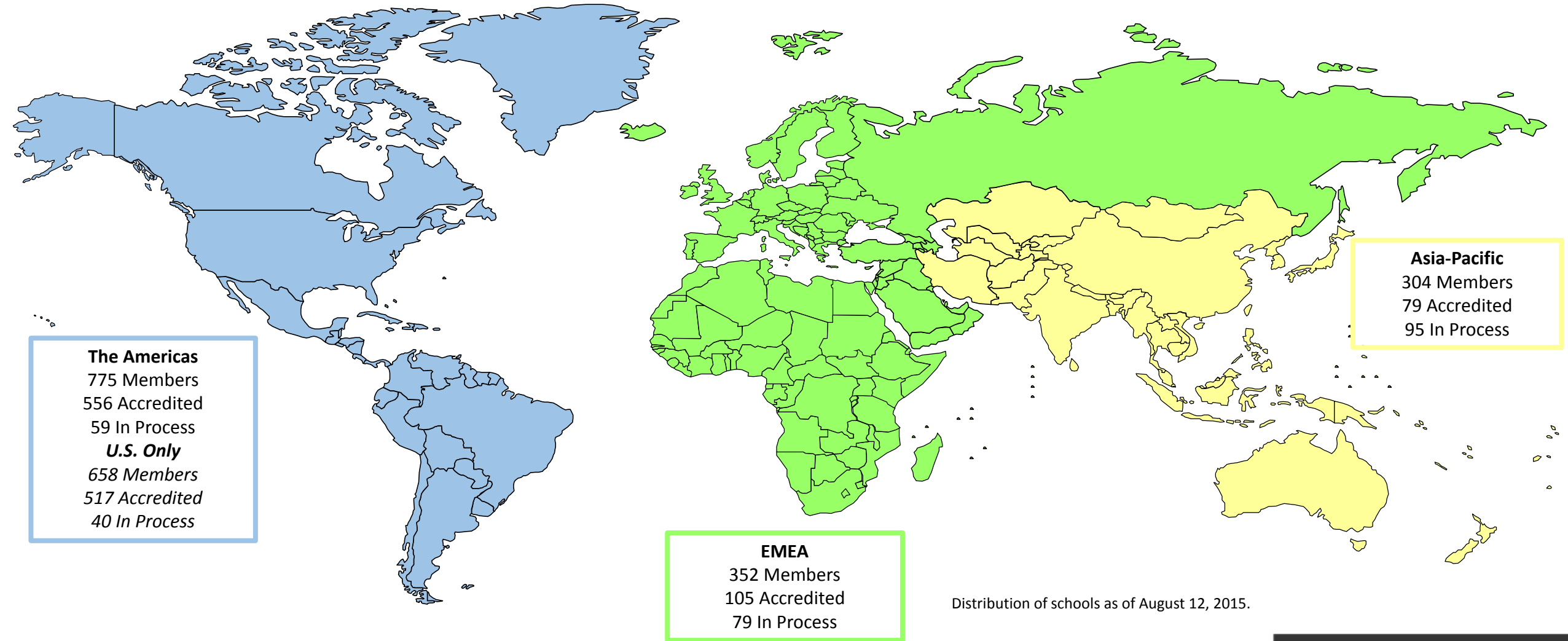
Robert Reid

EVP & Chief Accreditation Officer

AACSB's Mission

AACSB International advances quality management education worldwide through accreditation, thought leadership, and value-added services.

AACSB International Membership



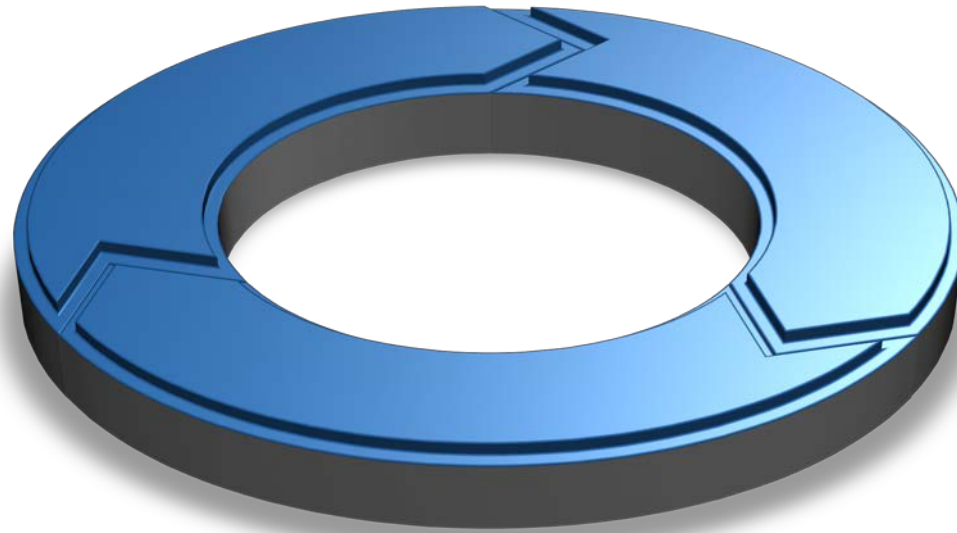
Accreditation Questions

- What is accreditation?
- Why is it important?
- What are the differences between regional and specialized accreditation?

Delivering Relevant & High-Quality Management Education

Engagement

Innovation



Impact

Organization of Accreditation Standards

- Strategic Management & Innovation
 - Focus on mission, intellectual contributions and financial strategies
- Participants
 - Roles, sufficiency, and support for students, faculty and professional staff
- Learning and Teaching
 - Curricula management and content, interaction, structure, and teaching effectiveness
- Academic and Professional Engagement
 - Student engagement, executive education and faculty qualifications and engagement