

The WMU Industrial/Organizational (I/O) Psychology master's program has been targeted for elimination by the current administration. This document shows how consideration of the facts fails to justify the decision to eliminate this established, highly competitive and productive program.

WMU INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY MASTER'S PROGRAM FACT SHEET

How the I/O Psychology M.A. Program fares according to 10 criteria that have put forth by the WMU Administration as critical in their determination of the strategic priorities for graduate programming at WMU.

1. External demand and competitiveness of the I/O Psychology M.A. program
 - a. The I/O Psychology program is widely recognized as the premier behaviorally oriented I/O Psychology program in the U.S. and is the first choice of students seeking training in the application of evidence-based interventions to improve human performance in business and industry. The program receives an average of 27 applications per year and admits an average of 6 students. These numbers are comparable to other I/O Master's programs nationwide with a median of 30 applications per year and a median of 8 enrollments. Nationally, the number of I/O Psychology MA programs has been growing at a rate of 30%, with applications increasing 40%.
2. Quality of student and program outcomes
 - a. The average GRE (V+Q) scores for matriculating I/O MA students over the past two years was 1106, with an average GPA of 3.72. These averages are higher than the national median GRE and GPA scores for MA psychology programs (1050 and 3.4, respectively). The I/O Psychology program has had 0% attrition over the past five years with 50% of students entering our doctoral program in behavior analysis; all MA students who applied to doctoral programs were accepted. A recent survey of program alumni revealed that 100% of respondents are employed in occupations relevant to their degrees and their mean rating of the overall quality of the program was 4.67 (on a 5-point scale with 5 as the top rating).
3. Quality of program administration and planning
 - a. During the recent WMU Graduate Program Review process, the program received a rating of 4 out of 5 (a rating corresponding to "Superior Program/Enhance and Develop") from WMU's independent Graduate Program Review Team. In the past 5 years the program has awarded 18 master's degrees with 0% attrition and program faculty have supervised 11 Ph.D.s (in the Behavior Analysis program). The program also conducts a formal graduate student review process every year and recently hired a faculty member specializing in web-based training technologies in response to market demand. These data reflect the careful administration and planning of an efficient, adaptive, and successful graduate program.
4. Compelling program factor
 - a. WMU's I/O Psychology program is considered to be the premier program in I/O psychology with a behavioral science emphasis, and is the first choice of students seeking such training. The program has become the control center for the field of organizational behavior management. The Organizational Behavior Management Network, the field's main professional organization, is housed in the Psychology Department and staffed by our students and faculty. Faculty have also assumed a

leadership role in the flagship journal of the field, the *Journal of Organizational Behavior Management* (recently ranked 3rd among all applied psychology journals in terms of impact), with all five faculty members serving as editors or members of the editorial board.

5. Size, scope, and program productivity with number of students and faculty research/scholarship results
 - a. The I/O faculty is comprised of four full-time tenured or tenure-track faculty and one full-time term faculty member, currently mentoring 10 M.A. students and 9 Ph.D. students with an I/O emphasis in the Behavior Analysis program. From 2000 to 2005, I/O psychology faculty authored 116 publications (80 with student co-authors) and made 139 professional presentations (135 with student co-presenters). In 2004-05, 50% of our MA students had publications (N=6) and 83% gave presentations (N=13). These data indicate high professional productivity and regular student-faculty collaboration.
6. Impact, justification, and essentiality of the program
 - a. The I/O psychology program has been in existence since the late 1950s and has emerged as the premier I/O graduate program with an emphasis on organizational behavior management. Faculty and students in the program have consulted and collaborated with well over 80 local and international organizations to improve occupational safety, training systems, organizational culture, and operational efficiency. Last year 100% of our 14 MA students were engaged in applied work with local business organizations. Loss of the I/O program will result in a marked decrease in WMU's involvement and visibility in the local community.
7. Opportunity analysis for interdisciplinary or new program opportunities
 - a. The I/O program is actively involved in the community and would like to extend existing long-term relationships with local businesses such as Pfizer, Consumers Energy, and Bronson Hospital. We would like to increase our research involvement with these organizations and develop on-going internship programs with them. These expanded liaisons would contribute to the research and academic training mission of the I/O program and WMU, provide additional funding opportunities for students, and also contribute to the economic development of Michigan.
8. Advance existing quality in health and human services
 - a. It has been estimated that the annual direct cost to U.S. employers from injuries to their workers exceeds \$200 billion, and indirect costs are typically 3-5 times direct costs. Behavioral science technology is widely recognized as a primary approach in reducing work-related injury. As a local recent example, a safety project conducted by I/O students in WMU Dining Services resulted in a 50% decrease in injuries (and \$20,000 in related costs) after one year of application. A similar safety process at several Hercules International plants resulted in a 50% reduction of injuries at the *corporate* level. In Bronson Hospital, an intervention increased the safe passing of surgical instruments during surgery from 38% to over 80% of the time. This work significantly reduced surgical injuries and costs.
9. There should be an intimate relationship between undergraduate and graduate education.
 - a. The Psychology Department is home to a high demand undergraduate program that averages over 800 majors. Currently undergraduate students interested in careers in industrial/organizational psychology can take courses in Industrial/Organizational Behavior, Behavior-Based Safety, and a practicum in I/O psychology. These courses are taught by I/O faculty and graduate students that not only have past experience in

these areas, but are actively working in, contributing to, and conducting research in these areas. In addition, without the I/O master's program, the number of opportunities for undergraduate students to participate in sophisticated organizational research and to conduct related honors theses (activities critical to becoming prepared for graduate study in I/O psychology and for making oneself competitive the highly competitive admissions process) will be significantly reduced.

10. The I/O Psychology master's program requires too many financial resources to maintain
 - a. No detailed accounting of the excessive cost of the I/O psychology program has been presented to the program or Psychology Department. Based on the typical GA/DA allocations made to the program, the 720 undergraduate student credit hours generated by I/O graduate students teaching undergraduate courses each year more than pays for the GA/DA positions allocated to support the I/O program. The graduate students generate 720 credit hours annually, with a revenue of \$154,504.48. The total I/O DA/GA budget is \$70,374, thus yielding a return on investment of more than 2:1. I/O faculty generate 1,425 undergraduate and 465 graduate credit hours per year.