

2007 MASTER PLAN/PROGRESS REPORT

Educational Support Unit: College of Business

Person Responsible: Mitchell Adrian

Date Submitted: 6/11/2007

Mission: The mission of the College of Business is to provide quality business education that will enhance the opportunities for a diverse undergraduate and graduate student population to achieve success in a changing technological, global, and ethical environment. Through academic excellence and linkages with the business community, the College is committed to being a resource for economic development in southwest Louisiana.

Institutional Mission Reference: In congruence with the University mission, the mission of the College of Business is to provide programs distinguished by academic excellence. Fundamental to this primary function is the faculty commitment to excellence in teaching, research, and creative scholarly activity. This commitment is the foundation for the quality business education provided by the College. The primary emphasis of the College of Business is teaching. Effective teaching is essential to providing a quality business education so that students maximize intellectual growth by combining conceptual reasoning, and analytical insights, critical thinking, problem-solving skills, and a sense of continual learning.

Secondarily, research and creative scholarly activity keep faculty members abreast of changes in their respective disciplines and support the College's ability to provide a quality business education. Applied scholarship and instructional development productivity are emphasized but basic scholarship is also encouraged.

Service is integral to academic excellence and has two components. Academic service is intended to enhance faculty intellectual engagement and to contribute to the College's ability to provide a quality business education. Professional service recognized the College's responsibility to be a resource for economic development in Southwest Louisiana.

Assessment Methods Utilized:

- Student Opinion Survey (SOS)
- National Survey of Student Engagement (NSSE)
- Internally-developed Survey
- Faculty Roster
- Annual Performance Review (APR)
- Community Involvement
- Exit Survey/Interview/Exam
- Grant Activity
- Number of Publications
- Participation in MSU Committees/Organizations
- Participation in Professional Committees/Organizations
- Student Evaluation of Instruction (SEI)
- Unit Audit
- Data collection via Excel spreadsheet
- Data collection via Access database

Data Repository Location:

- Dean's Office
- _____
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- Dean's Office / Departmental Office
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Educational (Support Unit) Performance Objective 1: Engage in collaborative ventures and campus and community activities which enhance economic development and cultural growth.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Hold at least one meeting per year with representatives from the business community to evaluate our program offerings.</p> <p>Hold at least one meeting per year with representatives from the business community to evaluate our program content adequacy.</p> <p>Be an active member (attend at least 75% of regular meetings) of the SWLA Alliance (Chamber)</p> <p>Develop at least 1 opportunity through the SWLA Alliance to provide community access to College of Business expertise and capabilities.</p> <p>Conduct a “Business Day” event to bring community leaders in contact with students.</p>	<p>We met with the Corporate Advisory council twice in the year and with individual members on an as-needed basis. Program suggestions included:</p> <ul style="list-style-type: none"> • a focus on the insurance field • adding internal auditing • more accounting for MBA students • a need for published market data and demographics in the Real Estate industry <p>We met with the Corporate Advisory council twice in the year and with individual members on an as-needed basis. Program content suggestions suggested a greater need for new graduate communication skills.</p> <p>We have attended 100% of SWLA Alliance (Chamber) meetings in 2006/2007 and 75% of all other events held.</p> <p>We have started work with the SWLA Alliance to develop a Retail Training program.</p> <p>“Business Day” was held in spring 2007 and brought in governmental leaders from the local, state and national levels.</p>	<p>Revise</p> <ul style="list-style-type: none"> • New standards for student performance will be created to measure student communication skills. • We will re-start the Real Estate Center and merge the resulting reporting activities with the H.C. Drew Economic Development Center report. <p>Develop</p> <ul style="list-style-type: none"> • We will evaluate the possibility of expanding our new course in insurance to a concentration in insurance. • We will evaluate the possibility of adding an internal auditing track to the Accounting major. • We will create an Accounting concentration in the MBA program. • We will continue to explore community needs regarding the MBA program offerings. • A common writing format and assessment standard will be created and shared within the College of Business. • Provide expertise in creating a retail training program for the SWLA region. <p>Maintain</p> <ul style="list-style-type: none"> • Continue our level of involvement in the SWLA Alliance (Chamber). • Continue to offer the “Business Day” program.

Educational (Support Unit) Performance Objective 2: Demonstrate excellence in teaching in order to enhance student recruitment, retention, and graduation.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Send at least one faculty member to the Master Teacher training program or similar classroom performance seminar.</p> <p>The combined College of Business faculty achieve ≥ 4.0 overall student mean response on university SEI's (all courses combined)</p> <p>Provide 3 cash awards of \$500 each (Foundation Funds) to the 3 faculty with the highest combined SEI's.</p> <p>Create a relationship with the high school councilors at Barbe, LaGrange, St. Louis and Sulphur High Schools. Have the College of Business attend at least one recruiting event per year at each of these schools.</p>	<p>One faculty member (Dr. Guru-Gharana) attended the Master Teacher training program.</p> <p>The combined SEI average for all faculty in the College of Business was 4.51.</p> <p>The 3 faculty with the highest combined SEI's received \$500 each.</p> <p>Have contacted LaGrange and Sulphur high schools. Direct recruiting activity schedules have not yet been made.</p>	<p>Revise</p> <ul style="list-style-type: none"> • Faculty assessment of teaching will include a greater emphasis from observation by the Department Chair and Dean. • Faculty assessment of teaching will include a greater emphasis on the creation and attainment of "teaching goals" for the year. <p>Develop</p> <ul style="list-style-type: none"> • Direct College of Business recruiting activities at local high schools will be enhanced. • Expand direct College of Business recruiting activities to the 5 parish area. • Provide significant input into the developing Freshmen Foundations program. • Create a "Business" job fair for Fall 2007. • Allocate faculty development funds to "teaching development" and include more faculty in the Master Teacher program. <p>Maintain</p> <ul style="list-style-type: none"> • Continue to send at least 1 faculty member per year to the Master Teaching training program. • Continue offering the teaching awards for those with the highest teaching evaluations scores.

Educational (Support Unit) Performance Objective 3: Demonstrate commitment to research and creative and scholarly activity.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>At least 90% of faculty will be Academically Qualified (AQ) or Professionally Qualified (PQ) as per the College of Business Procedures Manual</p> <p>At least 50% of faculty will be Academically Qualified (AQ) as per the College of Business Procedures Manual</p> <p>At least 5 faculty will score ≥ 80 points (as per the College of Business Procedures Manual) for intellectual contributions in the calendar year</p> <p>All newly hired faculty must meet AQ/PQ standards</p>	<p>90% of faculty are considered AQ/PQ as per the College of Business Procedures Manual.</p> <p>74% of faculty are considered AQ as per the College of Business Procedures Manual.</p> <p>12 faculty score ≥ 80 points or more for intellectual contributions in the calendar year</p> <p>Two faculty were hired to replace open positions. Both meet AQ standards.</p>	<p>Develop</p> <ul style="list-style-type: none"> • Improve the process for faculty to request development funds earlier – allowing us to make a more accurate budget request. <p>Maintain</p> <ul style="list-style-type: none"> • Continue to use our current standards of scholarly activity. • Continue offering the research awards • Continue to interview and hire only faculty who already meet our AQ/PQ standards.

Educational (Support Unit) Performance Objective 4: Utilize resources efficiently and effectively to support the university mission.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Faculty meeting AQ/PQ standards will be distributed across the areas of study. Each area of study will have $\geq 90\%$ of the faculty meeting AQ/PQ standards.</p> <p>Faculty meeting AQ standards will be distributed across the areas of study. Each area of study will have $\geq 50\%$ of the faculty meeting AQ standards.</p> <p>We will add one College of Business Student Scholarships (Currently at 14 scholarships).</p> <p>We will create a Student Investment Fund and a Student Investment Club. A minimum of 5 students will be competitively selected as members. The Student Investment Club will determine how to invest money from the Student Investment Fund. Their challenge is to outperform the Foundation.</p> <p>Monitor enrollment in the new BADM 218 course (now required). When enrollment is ≥ 80 students per semester, we will request one additional faculty line to assist with teaching the course.</p> <p>We will hire two tenure track faculty to fill positions currently available in Marketing and Management</p> <p>Increase annual giving and Foundation Funds for the College of Business by \$25,000.</p>	<p>4 of our 6 areas of study have $\geq 90\%$ of the faculty meeting AQ/PQ standards.</p> <p>100% of each area of study have $\geq 50\%$ of the faculty meeting AQ standards.</p> <p>Received the first installment for a \$20,000 endowed scholarship dedicated to the College of Business.</p> <p>Received a \$10,000 donation from the McNeese Alumni Foundation to create a Student Investment Fund. By-law were drafted that outline membership requirements and investment limitations. Eight students joined the club in Spring 2007.</p> <p>Spring enrollment in BADM 218 reached 87 students and a budget request for a new faculty position was made.</p> <p>A budget request was made to fill the currently open tenure track positions in Marketing and Management.</p> <p>Annual giving and Foundation Funds for the College of Business remained unchanged from 2005/2006 to 2006/2007.</p>	<p>Develop</p> <ul style="list-style-type: none"> • Reallocate faculty teaching assignments for a better distribution of faculty who meet AQ/PQ standards. • Add one new faculty line in Marketing to the College of Business. <p>Maintain</p> <ul style="list-style-type: none"> • Continue to seek external funds. • Fund ideas <ul style="list-style-type: none"> ○ Increase Student Investment Fund to \$250,000 ○ Sponsor for an Executive Speaker Series (\$10,000 annually) ○ Scholarships – increase to 20 ○ College of Business Naming Opportunity (\$10 million gift)

Resources Allocated:**Financial**

- A budget request of \$172,811 was made for the 2007/2008 academic year.
- Budget requests were made for three faculty positions, two replacement positions and one new position.
- External funds (a minimum of \$25,000) will be acquired to sponsor activities within the College of Business.

Personnel

- Two new faculty have been hired and will start in August 2007. Both are considered “Academically Qualified as per AACSB requirements.
- The teaching load for Mary Kaye Eason will moved from mostly MANG and BADM courses to mostly Internships and Freshmen Foundations.
- Corrective action will be taken for non-AQ/PQ faculty.

Continuous Improvement

- We will restart the Real-Estate Center.
 - We will re-evaluate our available professorships and award 100% of the funds available.
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