

Administrative and Educational Support Report

College of Business Administration

**Annual Action Plan
Annual Assessment Report**

June 2004 – May 2005



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: College of Business Administration

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Academic Affairs

Unit Head: Dr. John Emery

Unit Mission: The mission of the College of Business at the University of Texas Pan American is to;

- Develop business, and academic leaders who are qualified and committed to the improvement of society
- Produce scholarly research relevant to domestic and global business.
- Support professional, community and university activities that contribute to economic progress, social improvement and intellectual development.

Unit Goal: The College of Business Administration (CoBA) will be recognized as the leader in South Texas in undergraduate and graduate education in business and economics.

Link to UTPA Goal(s): 1. Ensure undergraduate student access and success

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Retain students. (1)	2	Increased number of students retained by an average 5% per annum over five years.	Work with University Retention Advisement Program (URAP) and other Student Services personnel in increasing retention: <ul style="list-style-type: none"> • Meet with appropriate individuals in Student Services. • Participate in Meet 	CoBA Administrative Team will review at end of academic year.	None.

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			<p>Your College events and transfer student orientations.</p> <p>Facilitate student planning of courses:</p> <ul style="list-style-type: none"> • Update and publish three-year schedule of classes. 		
Increase enrollment. (2)	1	Growth of business student enrollment by an average of 5% per annum over five years.	<p>Establish Business After Five Program:</p> <ul style="list-style-type: none"> • Work with department chairs to assure the availability of evening classes in certain business majors. • Publicize evening program in local media. <p>Work with South Texas College (STC) to enhance student enrollment in business programs:</p> <ul style="list-style-type: none"> • Meet with representatives of STC to work toward improved relationships. 	CoBA Administrative Team will review at end of academic year.	None.

Unit Goal:

The College of Business Administration will attract and develop outstanding faculty dedicated to intellectual excellence.

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Improve faculty recruitment. (3)	2	Increased number of Academically Qualified Participating faculty by an average 5% per annum over five years.	<p>Enhance Faculty Development Program:</p> <ul style="list-style-type: none"> Continue policy of one-year and three-year faculty development plans. <p>Hire additional qualified faculty:</p> <ul style="list-style-type: none"> Continue to recruit at appropriate forums. <p>Increase solicitation of faculty members with association to Carnegie Research Intensive Institutions:</p> <ul style="list-style-type: none"> Mail position announcements to Carnegie Research Intensive Institutions. Place ads in discipline-specific placement services. <p>Increase faculty development activities and provide necessary resources for supporting development activities:</p> <ul style="list-style-type: none"> Continue to make research assistants available to tenure-track faculty. 	CoBA Administrative Team will review at end of academic year.	<p>None.</p> <p>Sufficient funding for competitive AACSB salaries.</p> <p>\$1,200 for printing and postage; \$1,200 for ads</p> <p>Sufficient funding to support research assistantships and to employ an adequate number of faculty to allow for workloads consistent with research activities</p>

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			<ul style="list-style-type: none"> Schedule teaching loads consistent with research activities. 		



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Retain students. (1)	2	Increased number of students retained by an average 5% per annum over five years	CoBA Administrative Team will reviewed at end of academic year.	CoBA retention rates grew from 66.7% in AY 03-04 to 72.7% in AY 04-05 indicating an increase of 6%.	We increased our advisement efforts and made curricula changes.
Increase enrollment. (2)	1	Growth of business student enrollment by an average of 5% per annum over five years	CoBA Administrative Team reviewed at end of academic year.	CoBA enrollment grew from 2,586 in AY 03-04 to 2,646 in AY 04-05 indicating an increase of	We attended more recruitment conferences and visits.

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				2.3%	

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Improve faculty recruitment. (3)	2	Increased number of Academically Qualified Participating faculty by an average 5% per annum over five years	CoBA Administrative Team reviewed at end of academic year.	Hired 5 new faculty member and 2 new Lecturers who were academically qualified indicating an increase of 7%.	We expanded and improved our search processes and salary ranges.

Additional Resources Needed (if any) that were requested for FY06 during the budget cycle: None.