

Administrative and Educational Support Report*

Department of Mgmt., Mktg. & Int. Business

**Annual Action Plan
Annual Assessment Report**

June 2006 – May 2007

***Student Learning Outcomes for this department are available at
<http://ie.panam.edu/CoBALearningOutcomes.htm>**



Annual Action Plan: June 1, 2006–May 31, 2007

Unit: Department of Management, Marketing & International Business

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:** A. Fuat Firat

Unit Mission: Increase the number of continuing students graduating in four years to 20% by 2012 and improve student learning.

UTPA Goal: Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective: Review and restructure all educational programs to ensure that students complete their educational goals in a timely fashion.

College/AVP Objective: Increase the number of continuing students graduating in four years to 20% and continuously improve student learning and techniques for learning effectiveness and efficiency.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
----------------	---	---------------------------------------	--	------------------------------

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
<p>Increase student graduation in four years by 2%. (1)</p>	<ul style="list-style-type: none"> • Continually encourage students in classes to see an advisor throughout the year. • Publicize to students the need to get regular advising through posters placed throughout the College and in the classrooms. • Increase Summer, evening, and online course offerings that will satisfy all student timely graduation plans. • Increase the role of professional advisors by having more students advised by professional advisors than by faculty • Require all MMIB students to make an appointment with their professional advisor once a year to make and check degree plans. 	<p>2% increase in number of students graduating in four years based on Fact Book figures.</p>	<p>Percentage of students graduating in four years will increase.</p> <p>For the Fall 2001 and 2002 cohorts graduating in 2005 and 2006, the percentage of students graduating in 4 years will increase</p>	<ul style="list-style-type: none"> • 20% increase in Summer teaching budget for faculty, lecturers, and teaching assistants. • 10% increase in formula for paying all instructors and faculty for Summer teaching.
<p>Improve student ETS test scores by one percentile in each major area. (2)</p>	<ul style="list-style-type: none"> • Decrease class sizes to provide more attention to each student. • Determine areas of 	<p>One percentile improvement in ETS test scores of students in the capstone course.</p>	<p>All three major areas, management, marketing, international business will improve in percentiles by 1%.</p>	<p>10 new teaching assistants for faculty.</p>

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	weakness on the ETS test to develop an emphasis on teaching and testing in those areas.			

UTPA Goal: Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective: Foster intramural and extramural collaborative research partnerships and provide support for the improvement of the research infrastructure.

College/AVP Objective: Increase research grant submissions, publications in quality journals and presentations at highly recognized national and international conferences.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Submit two major grant applications. (3)	Decrease teaching loads for tenure-track faculty.	At least two grant proposals submitted to granting institutions.	Submit two grant proposals by May 31, 2007	\$20,000.00 increase in research support.
Have at least one submission to a journal per faculty and increase submissions to target journals. (4)	Provide scholarly feedback support through seminars.	Increase in the number of scholarly submissions to target journals from last year.	Publications submitted to target journals will increase by May 31, 2007 as compared to the previous academic year.	\$10,000.00 for guest scholar visits.
	Invite guest scholars.	Invite guest scholars to campus.	1 guest scholar will be invited to campus by May 31, 2007.	
	A baseline of scholarly submissions to target journals and other journals	List of target journals established.	A list of target journals for each discipline will be submitted to the Dean by	

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	will be established through a compilation of faculty scholarly activities for the 2005-2006 academic year.		May 2007.	
Increase participation in highly recognized national and international conferences. (5)	<p>Provide support for travel to major national and international conferences.</p> <p>A baseline of scholarly submissions to major conferences will be established through a compilation of faculty scholarly activities for the 2005-2006 academic year</p>	Increase in the number of presentations at major national and international conferences from last year.	Increase the number of presentations by faculty at major national and international conferences as compared to the baseline figures.	\$30,000.00 increase in travel support.

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective: Promote engagement with existing organizations to address challenges and opportunities.

College/AVP Objective: Develop outreach initiatives and advancement efforts, entrepreneurial approaches to both credit and non-credit education.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Increase faculty involvement with local and national communities. (6)	<ul style="list-style-type: none"> Develop certificate and training programs. Increase number of online courses that can 	<ul style="list-style-type: none"> Certificate and training programs created for the community. More online courses than previous year. 	<p>Offer one certificate or training program to the community by May 31, 2007</p> <p>Number of online courses offered during AY 06-07</p>	<ul style="list-style-type: none"> \$16,000.00 for development of new online courses. Approval of departmental control over development of

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	<p>be accessed by the community.</p> <ul style="list-style-type: none"> Improve scheduling to provide more access from the community. <p>The baselines for criteria to assess increases and improvements in offerings to the community along measurable outcomes listed will be developed during the 2006-2007 academic year.</p>		will increase over the number offered AY 05-06.	<p>certificate and training programs.</p> <ul style="list-style-type: none"> Approval to keep surpluses accruing from community programs to stay with the department.

UTPA Goal: Infuse Inter-American and global perspectives through the University community.

Academic Affairs Objective: Infuse International and Inter-American content into the curriculum.

College/AVP Objective: Develop traditional and non-traditional curriculum and delivery at the undergraduate, masters, and doctoral levels with a focus on global perspectives and expertise certifications for international students.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Increase research in the geographic area. (7)	Baselines for research papers submitted will be established on the basis of activities reported by faculty for the 2005-2006 academic year.	Increase the number of research papers submitted to conferences and journals focusing on issues of the Region will increase from previous year.	Number of journal articles related to research in the region will increase and the number of presentations related to issues in the region at conferences will increase	\$20,000.00 to fund faculty requests for research, travel, and invitation of colleagues and experts in Inter-American and global perspectives to develop greater expertise in the

Annual Action Plan June 1, 2006–May 31, 2007

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	<p>Support research activities that focus on issues of special interest to the Region.</p> <p>Baselines for contacts and will be established on the basis of activities reported by faculty for the 2005-2006 academic year.</p>			area.
<p>Increase contacts and joint programs with universities in the Texas-Mexico border region. (8)</p>	<p>Contact administrators and faculty of universities in the Texas-Mexico border region.</p> <p>Develop plan to include an international component in 75% of courses taught at all levels.</p> <p>Baselines for assessing international component and number of courses that have international component will be developed</p> <p>Faculty review course syllabi to increase the international content</p>	<p>Contacts with one additional university established within the Texas-Mexico border region.</p> <p>Number of Courses with international component will increase from current offerings.</p>	<p>At least one meeting will occur between colleagues from UTPA and Monterrey Tech to improve joint research and teaching activities</p> <p>A doctoral seminar on issues of regional interest will be included in Fall 2006 offerings.</p> <p>At least one course will increase the international content by May 2007</p>	



Annual Assessment Report: June 1, 2006–May 31, 2007

Unit: **Department of Management, Marketing & International Business**

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: A. Fuat Firat

Unit Mission: Increase the number of continuing students graduating in four years to 20% by 2012 and improve student learning.

UTPA Goal: Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Academic Affairs Objective: Review and restructure all educational programs to ensure that students complete their educational goals in a timely fashion.

College/AVP Objective: Increase the number of continuing students graduating in four years to 20% and continuously improve student learning and techniques for learning effectiveness and efficiency.

Annual Assessment Report Plan June 1, 2006 – May 31, 2007

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase student graduation in four years by 2%. (1)	2% increase in number of students graduating in four years based on Fact Book figures.	<p>Percentage of students graduating in four years will increase.</p> <p>For the Fall 2001 and 2002 cohorts graduating in 2005 and 2006, the percentage of students graduating in 4 years will increase.</p>	The four-year graduation rate increased to 16.8 for the 2002 Cohort who graduated in 2006, from 10.6% for the 2001 Cohort who graduated in 2005.	No change made since the actions taken seem to be working well. Any further action will require the support that was indicated in the Departmental Action Plan last year.
Improve student ETS test scores by one percentile in each major area. (2)	One percentile improvement in ETS test scores of students in the capstone course.	All three major areas, management, marketing, international business will improve in percentiles by 1%.	<p>For Fall 2005 the ETS results were (based on mean score percent): Management – 52 (below nat'l avg. of 57.1) Marketing – 44.6 (below nat'l avg. of 46.8) Int'l Business – 46.5 (above nat'l avg. of 44.4)</p> <p>For Fall 2006 the results were: Management – 55.0 (below nat'l avg. of 56.8) Marketing – 51.0 (above nat'l avg. of 46.6) Int'l Business – 54.0 (above nat'l avg. of 44.2)</p> <p>Improvements observed in all cases</p>	In order to maintain improvements, the department repeated the request for additional teaching assistants, which were not made available this year.

Annual Assessment Report Plan June 1, 2006 – May 31, 2007

UTPA Goal: Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Academic Affairs Objective: Foster intramural and extramural collaborative research partnerships and provide support for the improvement of the research infrastructure.

College/AVP Objective: Increase research grant submissions, publications in quality journals and presentations at highly recognized national and international conferences.

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Submit two major grant applications. (3)	At least two grant proposals submitted to granting institutions.	Submit two grant proposals by May 31, 2007	One major grant application submitted – unsuccessful in getting grant.	Reduced expectation of grant proposal submission to one, since the requested resources are lacking. Office of research and Sponsored Projects has been contacted to explore further grant possibilities.
Have at least one submission to a journal per faculty and increase submissions to target journals. (4)	<p>Increase in the number of scholarly submissions to target journals from last year.</p> <p>Invite guest scholars to campus.</p> <p>List of target journals established.</p>	<p>Publications submitted to target journals will increase by May 31, 2007 as compared to the previous academic year.</p> <p>1 guest scholar will be invited to campus by May 31, 2007.</p> <p>A list of target journals for each discipline will be submitted to the Dean by May 2007.</p>	<p>Departmental faculty had 28 journal publications, which satisfies the one-per-faculty member objective on the whole, but not every faculty had a journal publication. 7 publications were in target journals, which is a substantive increase from only 2 such publications in the previous year.</p> <p>3 guest scholars who are successful in publishing in most respected journals visited campus to provide examples to dept'l faculty.</p>	<p>Since needed and requested resources did not become available, no changes were made in goals. Requests made last year were repeated to be able to support achievement of and any improvement in goals.</p>

Annual Assessment Report Plan June 1, 2006 – May 31, 2007

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
			Target journal lists were established.	
Increase participation in highly recognized national and international conferences. (5)	Increase in the number of presentations at major national and international conferences from last year.	Increase the number of presentations by faculty at major national and international conferences as compared to the baseline figures.	Departmental faculty presented in 29 conferences, but only 11 of these were at national or international conferences – thus the goal of at least one per faculty was not reached.	Change or improvement cannot be expected since the resource support (such as travel to conference budgets) made available by the administration is far below national averages. Requests made last year were repeated.

Annual Assessment Report Plan June 1, 2006 – May 31, 2007

UTPA Goal: Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective: Promote engagement with existing organizations to address challenges and opportunities.

College/AVP Objective: Develop outreach initiatives and advancement efforts, entrepreneurial approaches to both credit and non-credit education.

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase faculty involvement with local and national communities. (6)	<p>Certificate and training programs created for the community.</p> <p>More online courses than previous year.</p>	<p>Offer one certificate or training program to the community by May 31, 2007</p> <p>Number of online courses offered during AY 06-07 will increase over the number offered AY 05-06.</p>	<p>No certificate or training program for the community was offered. Proposals have been prepared and others still in preparation.</p> <p>Number of online courses increased from 9 to 12.</p>	<p>No changes made in goals since resource support needed and requested was not provided. Requests are made to have more faculty teaching load reductions to encourage development of new online courses and to have funds support for such developments. 2 MMIB faculty were sent to receive online teaching training in Austin, TX.</p>

Annual Assessment Report Plan June 1, 2006 – May 31, 2007

UTPA Goal: Infuse Inter-American and global perspectives through the University community.

Academic Affairs Objective: Infuse International and Inter-American content into the curriculum.

College/AVP Objective: Develop traditional and non-traditional curriculum and delivery at the undergraduate, masters, and doctoral levels with a focus on global perspectives and expertise certifications for international students.

Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase research in the geographic area. (7)	Increase the number of research papers submitted to conferences and journals focusing on issues of the Region will increase from previous year.	Number of journal articles related to research in the region will increase and the number of presentations related to issues in the region at conferences will increase	The baseline of journal articles related to research in the region was found to be 1 in the past year. This year there were 3 such journal articles. Two faculty participated in conferences related to the region.	No changes were made in goals due to shortage of requested funds for research and travel. Funds requested last year in the action plan are requested again this year to improve performance in this area.
Increase contacts and joint programs with universities in the Texas-Mexico border region. (7)	Contacts with one additional university established within the Texas-Mexico border region. Number of Courses with international component will increase from current offerings.	At least one meeting will occur between colleagues from UTPA and Monterrey Tech to improve joint research and teaching activities A doctoral seminar on issues of regional interest will be included in Fall 2006 offerings. At least one course will increase the international content by May 2007	Contacts with the University of Texas, San Antonio, and Monterrey Tech were established. As a result one course on regional issues that will be jointly run by UTPA and UTSA colleagues will be offered in Spring 2008. A management doctoral seminar on issues of the region was offered in Fall 2006, as well as a doctoral seminar on markets and globalization.	Further attempts to be made to contact and increase joint programs with regional institutions.

Annual Assessment Report Plan June 1, 2006 – May 31, 2007