

Administrative and Educational Support Report

College of Business Administration

**Annual Action Plan
Annual Assessment Report**

June 2007 – May 2008



Annual Action Plan: June 1, 2007–May 31, 2008

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: Teofilo Ozuna

Unit Mission: The mission of the College of Business at the University of Texas Pan American is to 1) Develop business, and academic leaders who are qualified and committed to the improvement of society, 2) Produce scholarly research relevant to domestic and global business, and 3) Support professional, community and university activities that contribute to economic progress, social improvement and intellectual development.

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

Academic Affairs Objective: 1.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving continuance as measured in the key outcome measures associated with student in continuance degree programs.

College/AVP Objective: 1.A. The CoBA will develop and implement a systematic plan for collecting, reporting, benchmarking and continuously improving key outcome measures of student continuance in business degree programs.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The CoBA will develop and implement a systematic plan for collecting, reporting,	Increase business students' 4-year graduation rate by 2 percent by the end of the 2007-08 academic year.	To improve graduation, retention, and persistence rates, the CoBA will	During the spring semester, the CoBA will obtain national, state, peer and institutional graduation, retention and persistence rates for	One additional full-time Academic Advisor to assist in advising business students at the

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>benchmarking and continuously improving key outcome measures of student continuance in business degree programs.</p>	<p>Increase business students' retention rate by percent by the end of the 2007-2008 academic year.</p> <p>Increase business students' persistence rates by 2 percent by the end of the 2007-2008 academic year.</p>	<ol style="list-style-type: none"> 1) Develop a recommended 4-year plan of studies for students to follow and give to advisors and post on the Web site by October 1st 2007. 2) In the fall of 2007, implement a CoBA admission plan that will require CoBA students to develop a degree plan and a recommended plan of studies at the time of admission. 3) Initiate a student professional development program. 	<p>each department/discipline in the CoBA and prepare a CoBA Student Continuance report that summarizes, analyzes and evaluates the information. The report will be disseminated to all departments by April 15th 2008. The departments and the Dean's office will meet to determine effectiveness of the strategies in meeting targets and develop new target rates and new strategies, if needed by June 1st, 2008.</p>	<p>junior and senior levels.</p>

UTPA Goal:

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

Academic Affairs Objective:

1.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving of the key outcome measures associated with enhancing student learning outcomes.

College/AVP Objective:

1.B. The CoBA will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The CoBA will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.</p>	<p>The average student scores on the ETS exam will improve from the prior two-year ETS exam average by 5 percent.</p> <p>The average student scores on the ETS exam embedded questions will improve from the prior year by 5 percent, on average.</p> <p>The student satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The employer satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The core business course diversity and ethics survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p>	<p>Continue to administer the ETS exam with embedded questions to graduating business seniors.</p> <p>Develop and administer a student satisfaction survey designed to determine student satisfaction with their educational experience in the CoBA before March 15, 2008.</p> <p>Develop an employer satisfaction-with-CoBA-graduates survey and administer to a sample of relevant employers before March 15th.</p> <p>Develop and administer a survey to business core course instructors to determine the amount of course time devoted to cultural and global issues as well as ethics issues, as needed by</p>	<p>A SLO report that summarizes, analyzes and evaluates the business student learning outcome measures will be prepared and disseminated to chairs and program directors by April 15th, 2008. These relevant groups will then meet with the Dean's office to reevaluate the plans to improve each student learning outcome. At this meeting, new targets for each measure will be developed and actions plans will be amended as needed by June 1st, 2008.</p>	<p>One course release time for one faculty member to develop and oversee administration and data entry/analysis of the student satisfaction survey, the employer satisfaction surveys and the survey of faculty diversity and ethics issues coverage.</p>

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		AACSB, by March 15 th . Send four faculty to the AACSB Assurances of Student Learning (ASL) Conference.	Faculty attending the ASL conference will assist in developing and monitoring College and Departmental student learning objectives.	About \$6,000 is needed to fund registration and travel to the AACSB Assurance of Learning training conference.

UTPA Goal:

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

Academic Affairs Objective:

1.C. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and improving of the key outcome measures associated with increasing access to our educational programs.

College/AVP Objective:

1.C. The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to CoBA educational programs.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to CoBA educational programs.	The number of internships available for students will increase from 63 during 2006-2007 to 75 during 2007-08. Increase by 5 percent the number of business students achieving one of the following quality measures:	The College will work with Career services to develop and publicize student internships. The CoBA will recruit high-achieving high school students by: 1) Meeting with high school counselors to	The number of internships made available to College students and the students taking internships each semester will be examined during spring 2008. The Dean's office will benchmark and monitor student ACT, SAT, class rank and GMAT scores each spring and adjust targets or strategies as needed.	None ACT, SAT, GMAT and class rank data of business students is needed. Funding for student-recruiter

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<p>1) an ACT score of 24 (75th percentile) 2) an SAT score of 1100 (1650 new SAT) or above 3) in the top 10 percent of graduating class. 4) GMAT score of 610 or above (75th percentile)</p> <p>All core business courses will be offered online by Fall 2008. All business courses and enough electives will be offered online or at night by Spring 2008</p> <p>Increase the number of students submitting research papers to conferences or journals by 10% by May 2008.</p> <p>The number of faculty</p>	<p>identify and target high-quality students 2) Send CoBA student organization leaders to interact with and recruit high school students in business-related organizations 3) Work with the Admissions Office to identify and target high-quality students 4) Increase the number of scholarships designed specifically for high-achieving business students.</p> <p>Offer all core, foundation business courses and some electives within a one year period so that students could graduate only through courses offered at night or online.</p> <p>Faculty will be asked to involve students through URI grants in their research projects with the objective of shared research publication or presentation.</p> <p>Faculty will be</p>	<p>In September, the AY 2007-2008 academic schedule will be examined to determine sufficiency of night, weekend and online course offerings for the year to ensure that students will be able to graduate taking courses only at those times.</p> <p>In April of 2008, the College will determine from the departments the number of student-involved research projects submitted for publications/presentation and number of URI grants obtained.</p> <p>The number of faculty</p>	<p>activities, such as travel and promotional material, is also needed.</p> <p>Funds needed for training of faculty to teach online courses.</p> <p>Funds for student travel to present research, if needed.</p> <p>\$5,000 in travel monies</p>

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	involved in teaching development activities and teaching innovations will be determined for the first time during AY 2007-2008 and results will be used to establish a benchmark.	encouraged to participate in teaching development activities such as online course training and course innovation by the following: 1) The College will fund online course training 2) New faculty will be assigned a teaching mentor 3)The College will offer a "Teacher of the Year" Award	participating in teaching development activities will be determined and used as a benchmark for subsequent years. The College will make the award before May 15 th 2008 and create a plaque that will allow the listing of the name of each year's "Teacher of the Year."	\$5,000 for a Teacher of the Year award.

UTPA Goal:

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

Academic Affairs Objective:

2.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the production and dissemination of scholarly and creative works as measured in the key outcome measures.

College/AVP Objective:

2.A. The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The CoBA will develop and implement a plan for the collecting, reporting,	By May 2008, increase the number of scholarly activities by TT/Tenured	A database of faculty news and research will be developed by	The College will collect and count the number of publications/presentation by	Research and travel funds to support research and

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>benchmarking, and improving the production and dissemination of scholarly and creative works.</p>	<p>faculty by 10% over the last academic year based on the following key indicators:</p> <p>a. number of refereed works in target journals</p> <p>c. number of state, regional, national and international presentations.</p> <p>d. number of books (</p> <p>e. number of book chapters</p>	<p>October 15th. Faculty will be able to post news of research article acceptances, publication or presentations. This database will serve as the compilation of faculty research results.</p> <p>The College will work to increase the number of scholarly activities published or presented by the following:</p> <p>1) revising the merit process to more carefully tie the number and quality of publications to merit.</p> <p>2) stressing the importance of being AQ by AACSB standards</p> <p>3) The College will offer a “Researcher of the Year” Award</p>	<p>faculty from the Faculty News/Research database by April 15, 2007. Results will be used to amend target numbers or strategies for the subsequent year.</p> <p>Revise merit policy by April 15, 2008.</p> <p>Help Departments determine the AQ and PQ status of their faculty</p> <p>The College will make the award before May 15th 2008 and create a plaque that will allow the listing of the name of each year’s “Researcher of the Year”</p>	<p>presentations at conferences.</p> <p>\$5,000 for research award, plaque and awards ceremony.</p>

UTPA Goal:

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

Academic

2.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection,

Annual Action Plan June 1, 2007–May 31, 2008

Affairs Objective: reporting, benchmarking, and to improve acquisition of external funds as measured in the key outcome measures.

College/AVP Objective: 2.B. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.</p>	<p>The CoBA will improve the acquisition of external funds as measured by an overall increase in the following indicators:</p> <ul style="list-style-type: none"> a. increase the number of research grants and awards in the CoBA from 14 in the Fall of 2007 to 18. b. establish a benchmark for the number of CoBA faculty with intra and inter University collaborative projects and increase the number. c. increase the number and amount of revenue generated through entrepreneurial activities. <p>The Office of the Dean will develop a “Campaign for</p>	<p>The CoBA will work with the Office of Sponsored Projects to determine grant opportunities and publicize grant-writing workshops.</p> <p>In the faculty database (See strategy 2A), faculty will note collaborators and their affiliations.</p> <p>The CoBA will also develop a plan for developing business consulting projects and disseminating projects to appropriate faculty through a “Business Expert” program.</p> <p>Work with UTPA’s Development Office and</p>	<p>The faculty accomplishments database will be examined by May 15th, 2008 to determine the number of faculty grants and awards and the number of inter and intra University collaborations. The number will be used to revise targets and strategies, as needed.</p> <p>By May 15th, the CoBA Dean’s office and department chairs will review the entrepreneurial activities and determine their success as measured by revenue generated, publicity generated, and goodwill to the community. These results will be used to continue, delete or alter the activities and to establish new targets.</p> <p>A brochure detailing the “Campaign for CoBA” initiative, a</p>	<p>None</p>

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	CoBA” initiative to secure funds from Corporations, Alumni, and other donors.	receive training to develop the initiative and secure funds	website with this information, and a list of potential donors.	

UTPA Goal:

Enhance UTPA’s engagement with the community to meet challenges and maximize opportunities.

Academic Affairs Objective:

3.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to increase credit and non-credit offerings as measured in the key outcome measures.

College/AVP Objective:

3.A. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.	See objective 1C for nontraditional course offerings. The CoBA will offer 2 certificates or CEUs by May 2008.	See strategy for objective 1C for nontraditional course offerings. The College will encourage faculty to offer nontraditional courses by funding training or travel, if applicable. The CoBA will encourage certification or professional CEU education through a revenue sharing	The number of courses offered at nontraditional times/methods will be examined by the Dean’s office by May 15 th 2008. The number of CEU offerings and the revenue generated will be examined by the Dean’s office by May 15 th 2008. The Dean and the department chairs will then set	Start-up funds Revenues generated from noncredit offerings will be used to compensate course offerings participants

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		program, if possible,	new targets for new CEU initiatives.	(faculty, student assistants, departments).

UTPA Goal:

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

Academic Affairs Objective:

3.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to increase credit and non-credit offerings as measured in the key outcome measures.

College/AVP Objective:

3.B. The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.	<p>The CoBA will establish a Business Advisory Council.</p> <p>The CoBA will develop benchmarks for the number of activities that demonstrate participation in the community and the profession as measured by the following:</p> <ul style="list-style-type: none"> a. number of programs with service learning activities b. number of community-based activities, such as 	<p>The CoBA will establish a Business Advisory Council</p> <p>By November 30, 2007, the CoBA will develop a "Community Connection" database that lists 1) community resources or experts who may be available for guest lectures, 2) faculty experts available to the business community for consultation or speaking, their consulting</p>	During the spring 2008 semester, the Dean's office and the departments will evaluate the information contained in the Community Connection database to establish benchmarks for community involvement. The information will be used to evaluate existing community-related activities and make changes as needed.	

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	<p>guest speakers in class and student projects for businesses</p> <p>c. number of faculty memberships on advisory boards</p> <p>d. number of faculty engaged in discipline specific consulting</p> <p>e. number of faculty holding office in professional organizations</p> <p>f. number of faculty serving on editorial review boards</p>	<p>experience, and their service on boards, as an organization officer or other discipline-related service, 3) a listing of class consulting projects, and 4) a listing of community-related activities conducted within the College and by College faculty. During AY 2007-2008, the database will be used to benchmark community.</p> <p>A Business Symposium will be held in conjunction with HESTEC in fall 2007.</p> <p>The CoBA and Career Services will host two networking events in the BA building during the AY 2007-2008.</p>	<p>The Dean's office and Career services will evaluate the networking events before May 15th 2008 and make changes as needed.</p>	

UTPA Goal:

Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Academic Affairs Objective:

4.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve the pool of qualified applicants as measured in the key outcome measures.

Annual Action Plan June 1, 2007–May 31, 2008

College/AVP Objective:

4.A. The CoBA will develop and implement a plan to improve the pool of qualified student applicants.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The CoBA will develop and implement a plan to improve the pool of qualified student applicants.</p>	<p>The CoBA will participate in 5 recruitment activities at Valley high schools.</p> <p>CoBA will continue to fund the GMAT tutoring program to increase the number of high quality who enter our MBA program</p>	<p>The Business Students Advisory Council (BSAC), comprised of presidents of student organizations, will be asked to send three students to at least 5 high school recruiting events during AY 2007-2008</p> <p>Current Master level students will recruit our undergraduate students to our MBA program.</p> <p>Current PhD students will help recruit MBA students to our PhD program.</p>	<p>BSAC recruiters will be interviewed by the Dean's office to determine the effectiveness of their efforts and will adjust targets or the strategy for the student-recruiting initiative as needed.</p>	<p>Backpacks and name tags are needed for the student recruiters and promotional items are needed as giveaways.</p>

UTPA Goal:

Infuse Inter-American and global perspectives throughout the University community.

Academic Affairs Objective:

5.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to enhance access to inter-American and global perspectives as measured in the key outcome measures.

College/AVP Objective:

5.A. The CoBA will develop and implement a plan to collect, report, benchmark and enhance business student access to inter-American and global perspectives.

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
<p>The CoBA will develop and implement a plan to collect, report, benchmark and enhance business student access to inter-American and global perspectives.</p>	<p>A benchmark for the amount of core business class time devoted to cultural/diversity issues will be established based on a survey of core business course faculty.</p> <p>The number of partnerships between CoBA and its faculty and foreign universities will be increased by 2 percent.</p> <p>The CoBA will have 2 visiting professors in the College during the 2007-2008 AY.</p> <p>A total of 100 business students will participate in a study-abroad program.</p> <p>A total of 10 faculty will participate in a faculty experience in a foreign country.</p>	<p>As noted in Objective 1B, the CoBA will develop and administer a survey to business core course instructors to determine the amount of course time devoted to cultural and global issues by March 15th.</p> <p>The CoBA will initiate a partnership with one foreign university during the 2007-2008 AY.</p> <p>The CoBA will encourage visiting professors on campus by January 2008.</p> <p>The CoBA will work with the Office of International Programs to publicize study abroad programs.</p> <p>The CoBA will work with the Office of International Programs to create opportunities for faculty to teach courses in partner</p>	<p>The results of a survey of core business course faculty will be used to set a benchmark for program coverage of global/diversity issues.</p> <p>The number of partnerships with foreign universities, the number of visiting professors, the number of students participating in a study abroad program and the number of faculty engaged in teaching abroad experiences for AY 2007-2008 AY will be determined by the Dean's office before May 15th, 2008 and changes will be made to the target or the strategy as needed.</p>	<p>Funding to support visiting scholars.</p>

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
		universities. The CoBA will also encourage faculty to apply for Fulbright opportunities.		

UTPA Goal:

Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Academic Affairs Objective:

6.A. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to optimize offerings through careful planning as measured in the key outcome measures.

College/AVP Objective:

6.A. The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings.

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings.	The difference between scheduled seats and filled seats will be less than 10% for the majority of classes offered during AY 2007-2008. No more than 6 unfunded courses that require faculty resources will be offered during AY 2007-2008.	The Dean's office will monitor and approve proposed course schedules and encourage the development of a two-year schedule of course offerings by January 2008.	The Dean's office will review 12 th day class rolls to determine the difference between scheduled seats and filled seats during the fall and spring semester and determine the number of unfunded courses. Two-year schedules will be published each January.	None

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	A 3-year schedule of CoBA course offerings will be developed each January.			

UTPA Goal:

Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Academic Affairs Objective:

6.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to recruit and retain quality faculty as measured in the key outcome measures.

College/AVP Objective:

6.B. The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings	The CoBA will make initial offers to new faculty by November 30, 2007.	Departments with open faculty positions will have Recruitment Plans approved by the Dean's office no later than September 15, 2008. The Dean's office will coordinate the posting of advertisements in a timely manner.	The number of new faculty hires and their rank will be examined and evaluated by the Dean's office relative to the position open and changes will be made to the strategy and targets as needed.	None
	The CoBA will increase the percentage of successfully filled positions as compared to last year. The CoBA will increase the number of new tenured/tenure track faculty who remain at UTPA for 5 years by 100 percent.	All new CoBA faculty will participate in the New Faculty Support Program	The Dean's office will annually review faculty retention.	None

Annual Action Plan June 1, 2007–May 31, 2008

Unit Objective (CoBA)	Measurable Outcomes and Criteria for Unit Objective	Strategy(ies) to Achieve Unit Objective	Evaluation Methods for Measurable Outcome	New Resources Needed in FY08
	The CoBA will identify University administrative-controlled problems that affect hiring new, high-quality faculty, processing them, and retaining them.	Department Chairs and faculty selection committee members will be asked to provide a list of problems encountered during the selection/hiring process by November 30, 2007. Results will be forwarded to the Provost's Office.	The Dean's office will collect and forward to the Provost's Office all administrative problems encountered in faculty selection/hiring/processing.	None

FY08 AES Assessment Results Report

UTPA

Admin - College of Business Administration

Division: Division of Academic Affairs

College: College of Business Administration

Unit Head: Teofilo Ozuna

Unit Mission: The mission of the College of Business at the University of Texas Pan American is to 1) Develop business, and academic leaders who are qualified and committed to the improvement of society, 2) Produce scholarly research relevant to domestic and global business, and 3) Support professional, community and university activities that contribute to economic progress, social improvement and intellectual development.

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - College of Business Administration - Degree Programs - Systematic methodology - The CoBA will develop and implement a systematic plan for collecting, reporting, benchmarking and continuously improving key outcome measures of student continuance in business degree programs.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. To improve graduation, retention, and persistence rates, the CoBA will</p> <p>- Advising - Require students to include a proposed degree plan and a recommended 4-year plan of studies with their application for admission to the College of Business Administration. - Encourage advisors to discuss career options and how career options are dependent on timely completion of degree programs during advising.</p>	<p>Assessment Method: During the spring semester, the CoBA will obtain national, state, peer and institutional graduation, retention and persistence rates for each department/discipline in the CoBA and prepare a CoBA Student Continuance report that summarizes, analyzes and evaluates the information. The report will be disseminated to all departments by April 15th 2008. The departments and the Dean's office will meet to determine effectiveness of the strategies in meeting targets and develop new target rates and new strategies, if needed by June 1st, 2008.</p> <p>Criterion for Success: Increase business students' 4-year graduation rate by 2 percent by the end of the 2007-08 academic year. Increase business students' retention rate by percent by the end of the 2007-2008 academic year. Increase business students' persistence rates by 2 percent by the end of the 2007-2008 academic year.</p>	<p>10/16/2008 - We do not have access to all data at this time; however, the unofficial 2002 cohort graduation rates are</p> <p>The 2002 4-year cohort graduation rate is 15.1%; The 2003 4-year cohort graduation rate is 16.2% (a 1.1% increase over the prior year); The 2004 4-year cohort graduation rate is 18.9% (a 2.7% increase over the prior years).</p> <p>The graduation rate goals have been met/exceeded.</p> <p>Retention Rate:</p> <p>The Fall 2006 retention rate is 67.6%; The Fall 2007 retention rate is 70.7%. This represents a retention increase of 3.2% which exceeds our target of a 2% increase.</p> <p>The persistent rate data for the 2002 Cohort is a 5-year graduate rate of 32.7%; a 6-year graduate rate of 38.1%.</p> <p>Other data is not available thus the level of persistence rate change can not be computed. Results are pending receipt of additional data</p> <p>Result Type: Criterion Met</p>	<p>10/20/2008 - Continue to encourage professional advisors to work with students to graduate in 4 years. Encourage students to graduate in 4 years as an important part of career goals. Develop 4-year graduation plans upon admission to the College.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>- Initiate a student professional development program in collaboration with Career Services and COBA student academic and professional organizations.</p> <p>- Consider offering PhD courses during the summer so that students can complete their coursework in a two-year period.</p>		<p>Next Step: Continue Current Strategy(s)</p> <p>Resources Needed - Maintenance & Operation: Relevant data should be sent to the colleges on a timely basis</p> <hr/> <p>10/16/2008 - The satisfaction surveys were not conducted. Faculty teaching core courses have been asked to indicate the amount of class time devoted to cultural/diversity issues but the results are not yet in for analysis.</p> <p>ETS Major Field Test results have been administered for a number of years. For the last two years, Finance has exceeded their 5% target increase in ETS scores while Accounting and Economics have been close to achieving this goal. Marketing and International Business exceeded their goal in the prior year but were substantially below the goal this year. Management and QUMT have shown decreasing results for both years.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p> <p>Resources Needed - Maintenance & Operation: Better and more timely access to results</p>	<p>10/16/2008 - Complete diversity and ethics survey</p> <hr/>
<p>Admin - College of Business Administration - SLOs - Systematic methodology - The CoBA will develop and implement a plan for the collection, reporting, benchmarking, and improving of key outcome measures associated with enhancing student learning outcomes for business students.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p>	<p>Assessment Method: A SLO report that summarizes, analyzes and evaluates the business student learning outcome measures will be prepared and disseminated to chairs and program directors by April 15th, 2008. These relevant groups will then meet with the Dean's office to reevaluate the plans to improve each student learning outcome. At</p>		

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Continue to administer the ETS exam with embedded questions to graduating business seniors. 2. In collaboration with Career Services, collect and assess data on success of COBA students in obtaining employment, including job description and salary information. 3. Develop and administer a survey to business core course instructors to determine the amount of course time devoted to cultural and global issues as well as ethics issues, as needed by AACSB, by March 15th. 4. Develop course-embedded and student evaluation of instruction assessment measures to assess written and oral competence and ethical decision making skills. 	<p>this meeting, new targets for each measure will be developed and actions plans will be amended as needed by June 1st, 2008.</p> <p>Faculty attending the ASL conference will assist in developing and monitoring College and Departmental student learning objectives.</p> <p>Criterion for Success:</p> <p>The average student scores on the ETS exam will improve from the prior two-year ETS exam average by 5 percent.</p> <p>The average student scores on the ETS exam embedded questions will improve from the prior year by 5 percent, on average.</p> <p>The student satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The employer satisfaction survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p> <p>The core business course diversity and ethics survey will be administered for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p>		
<p>Admin - College of Business Administration - Access - systematic methodology - The CoBA will develop and implement a plan for collecting, reporting, benchmarking, and</p>	<p>Assessment Method:</p> <p>The number of internships made available to College students and the students taking internships each semester will be examined</p>	<p>10/16/2008 - 1) A total of 81 CoBA students participated in internships during AY 2007-2008, up from 63 in the prior year. This exceeds the expected outcome for internships.</p>	<p>10/20/2008 - 1) Continue to encourage students to participate in internships and incorporate internship awareness in the</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>improving key outcome measures associated with increasing high-quality student access to CoBA educational</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Continue to work with Career Services to develop and publicize student internships. 2. Continue to assist in recruiting high-achieving high school students by: 3. Meeting with high school counselors to identify and target high-quality students 4. Send CoBA student organization leaders to interact with and recruit high school students in business-related organizations 5. Work with the Admissions Office to identify and target high-quality students 6. Increase the number of scholarships designed specifically for high-achieving business students. 7. Offer all core, foundation business courses and some electives within a one year period so that students could graduate only through courses offered at night or online. 8. Update and restructure the MBA program 9. Ask faculty to involve students in shared research publication or presentation. 10. Develop a systematic method of recording student research information, including required faculty reporting on student research projects. 11. Develop and offer at least one leadership and professional development course 12. Encourage faculty to participate in</p>	<p>during spring 2008.</p> <p>The Dean's office will benchmark and monitor student ACT, SAT, class rank and GMAT scores each spring and adjust targets or strategies as needed.</p> <p>In September, the AY 2007-2008 academic schedule will be examined to determine sufficiency of night, weekend and online course offerings for the year to ensure that students will be able to graduate taking courses only at those times.</p> <p>In April of 2008, the College will determine from the departments the number of student-involved research projects submitted for publications/presentation and number of URI grants obtained.</p> <p>The number of faculty participating in teaching development activities will be determined and used as a benchmark for subsequent years.</p> <p>The College will make the award before May 15th 2008 and create a plaque that will allow the listing of the name of each year's "Teacher of the Year."</p> <p>Criterion for Success: (1650 new SAT) or above 3) in the top 10 percent of graduating class. 4) GMAT score of 610 or above (75th percentile)</p> <p>All core business courses will be offered online by Fall 2008. All business courses and enough electives will be offered online</p>	<p>2) Data have yet to be provided about incoming student quality (test scores) so rates cannot be determined at this time; however, the following is known about entering business students for Fall 2007:</p> <p>43 students had an ACT of 24 or Higher; 26 students had an SAT of 1100 or Higher; 77 students were in the High School Top 10%; 5 students had a GMAT of 610 or Higher.</p> <p>3) One course required of all business majors, the analytical course, was not available at nontraditional times/methods during fall 2008.</p> <p>4) The number of students participating in research has yet to be determined; however, the numbers appear to be dramatically increasing based on partial results.</p> <p>5) The database of faculty activities, including teaching innovations, has not been fully populated at the current time. However, in the online teaching area, 8 CoBA faculty participated in an online teaching methods course (6 completed the course) and 20 CoBA faculty taught 25 online courses during 2007-2008.</p> <p>6) The Teacher of the Year award process was not finalized nor implemented.</p> <p>Result Type: Inconclusive Next Step: Continue Current Strategy(s) Resources Needed - Wages: More research assistantships for master's level graduate students</p>	<p>advising/admissions process. Also, continue to assist career services in publicizing internships and in developing internship opportunities.</p> <p>2) Continue outreach to high schools emphasizing quality students. Explore opportunities to coordinate with existing professional organization high school outreach programs.</p> <p>3) Ask chairs to offer at least one analytical course at night or online.</p> <p>4) Encourage faculty to apply for the undergraduate research initiative and to encourage research projects with students.</p> <p>5) Continue to populate the faculty database.</p> <p>6) Finalize and implement the Teacher of the Year award.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>teaching development activities such as online course training and course innovation by the following:</p> <ul style="list-style-type: none"> a. Fund online course training b. Assigned a teaching mentor to new faculty c. Offer a "Teacher of the Year" Award 	<p>or at night by Spring 2008</p> <p>Increase the number of students submitting research papers to conferences or journals by 10% by May 2008.</p> <p>The number of faculty involved in teaching development activities and teaching innovations will be determined for the first time during AY 2007-2008 and results will be used to establish a benchmark.</p>	<p>10/16/2008 - 1) A total of 81 CoBA students participated in internships during AY 2007-2008, up from 63 in the prior year. This exceeds the expected outcome for internships.</p> <p>2) Data have yet to be provided about incoming student quality (test scores) so rates cannot be determined at this time; however, the following is known about entering business students for Fall 2007:</p> <p>43 students had an ACT of 24 or Higher; 26 students had an SAT of 1100 or Higher; 77 students were in the High School Top 10%; 5 students had a GMAT of 610 or Higher.</p> <p>3) One course required of all business majors, the analytical course, was not available at nontraditional times/methods during fall 2008.</p> <p>4) The number of students participating in research has yet to be determined; however, the numbers appear to be dramatically increasing based on partial results.</p> <p>5) The database of faculty activities, including teaching innovations, has not been fully populated at the current time. However, in the online teaching area, 8 CoBA faculty participated in an online teaching methods course (6 completed the course) and 20 CoBA faculty taught 25 online courses during 2007-2008.</p> <p>6) The Teacher of the Year award process was not finalized nor implemented.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p> <p>Resources Needed - Wages: More research assistantships for master's</p>	<p>10/20/2008 - 1) Continue to encourage students to participate in internships and incorporate internship awareness in the advising/admissions process. Also, continue to assist career services in publicizing internships and in developing internship opportunities.</p> <p>2) Continue outreach to high schools emphasizing quality students. Explore opportunities to coordinate with existing professional organization high school outreach programs.</p> <p>3) Ask chairs to offer at least one analytical course at night or online.</p> <p>4) Encourage faculty to apply for the undergraduate research initiative and to encourage research projects with students.</p> <p>5) Continue to populate the faculty database.</p> <p>6) Finalize and implement the Teacher of the Year award.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
		level graduate students	
<p>Admin - College of Business Administration - Scholarly Productivity - Systematic Methodology - The CoBA will develop and implement a plan for the collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Develop a database of faculty news and research 2. Increase the number of scholarly activities published or presented by the following: <ol style="list-style-type: none"> a. Revising the merit process to more carefully tie the number and quality of publications to merit. b. Stressing the importance of being AQ by AACSB standards 3. Reconsider faculty recruiting strategies and budgets incorporating a desirable AQ and PQ balance. 4. Provide definitions of and documentations for AQ and PQ status of faculty <ol style="list-style-type: none"> a. Offering a "Researcher of the Year" Award 5. Encourage leadership within academic disciplines through service as journal editors, research conference chairs, and similar activities 	<p>Assessment Method: The College will collect and count the number of publications/presentation by faculty from the Faculty News/Research database by April 15, 2007. Results will be used to amend target numbers or strategies for the subsequent year.</p> <p>Revise merit policy by April 15, 2008.</p> <p>Help Departments determine the AQ and PQ status of their faculty</p> <p>The College will make the award before May 15th 2008 and create a plaque that will allow the listing of the name of each year's "Researcher of the Year"</p> <p>Criterion for Success: By May 2008, increase the number of scholarly activities by TT/Tenured faculty by 10% over the last academic year based on the following key indicators:</p> <ol style="list-style-type: none"> a. number of refereed works in target journals b. number of state, regional, national and international presentations. c. number of books d. number of book chapters 	<p>10/16/2008 - Toward this objective, CoBA has purchased an online database that will house faculty accomplishments and activities. The database is being populated at the current time so that specific numbers and types of activities can not yet be determined.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - College of Business Administration - Acquisition of External Funds - Systematic Methodology - The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Work with the Office of Sponsored Projects to determine grant opportunities and publicize grant-writing workshops. 2. In the faculty database (See strategy 2A), faculty will note collaborators and their affiliations. 3. The CoBA will also develop a plan for developing business consulting projects and disseminating projects to appropriate faculty through a 'Business Expert' program. 4. Work with UTPA's Development Office and receive training to develop the initiative and secure funds.</p>	<p>Assessment Method: The faculty accomplishments database will be examined by May 15th, 2008 to determine the number of faculty grants and awards and the number of inter and intra University collaborations. The number will be used to revise targets and strategies, as needed. By May 15th, the CoBA Dean's office and department chairs will review the entrepreneurial activities and determine their success as measured by revenue generated, publicity generated, and goodwill to the community. These results will be used to continue, delete or alter the activities and to establish new targets.</p> <p>A brochure detailing the 'Campaign for CoBA' initiative, a website with this information, and a list of potential donors.</p> <p>Criterion for Success: The CoBA will improve the acquisition of external funds as measured by an overall increase in the following indicators: a. increase the number of research grants and awards in the CoBA from 14 in the Fall of 2007 to 18. b. establish a benchmark for the number of CoBA faculty with intra and inter University collaborative projects and increase the number. c. increase the number and amount of revenue generated through entrepreneurial activities.</p> <p>The Office of the Dean will develop a 'Campaign for CoBA' initiative to secure funds from Corporations, Alumni, and other donors.</p>	<p>10/16/2008 - Toward this objective, CoBA has purchased an online database that will house faculty accomplishments and activities. The database is being populated at the current time so that specific numbers and types of activities can not yet be determined.</p> <p>Also, the first ever Campaign for CoBA was responsible for generating \$12,000+ dollars.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/23/2008 - Continue to encourage faculty to apply for grants and awards and to collaborate with others. The Campaign for CoBA will also continue.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
		<p>10/16/2008 - Toward this objective, CoBA has purchased an online database that will house faculty accomplishments and activities. The database is being populated at the current time so that specific numbers and types of activities can not yet be determined.</p> <p>Also, the first ever Campaign for CoBA was responsible for generating \$12,000+ dollars.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/23/2008 - Continue to encourage faculty to apply for grants and awards and to collaborate with others. The Campaign for CoBA will also continue.</p> <hr/>
<p>Admin - College of Business Administration - Credit and Non-credit Course Offerings - Systematic Methodolgy - The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. See strategy for objective 1C for nontraditional course offerings. The College will encourage faculty to offer nontraditional courses by funding training or travel, if applicable.</p> <p>2. Encourage certification or professional CEU education through a revenue sharing program, if possible.</p>	<p>Assessment Method: The number of courses offered at nontraditional times/methods will be examined by the Dean's office by May 15th 2008.</p> <p>The number of Continuing Education Units/course (CEU) offerings and the revenue generated will be examined by the Dean's office by May 15th 2008. The Dean and the department chairs will then set new targets for new CEU initiatives.</p> <p>Criterion for Success: See previous strategy for nontraditional course offerings.</p> <p>The CoBA will offer 2 certificates or CEUs by May 2008.</p>	<p>10/15/2008 - One course required of all business majors, the analytical course, was not available at nontraditional times/methods during fall 2008. No new CEUs were offered during the year.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/16/2008 - Encourage department chairs to offer an analytical course at night or online and to offer CEUs.</p> <hr/>
<p>Admin - College of Business Administration - Professional and Community Participation -</p>			

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Systematic Methodology - The College will develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Develop an agenda for the Business Advisory Council tied to COBA objectives. 2. Development of professionalism among students. 3. Increased employment opportunities for students. 4. Expert input for development of academic and professional initiatives. 5. External funding opportunities for college initiatives. 6. Develop a "Community Connection" database that lists 1) community resources or experts who may be available for guest lectures, 2) faculty experts available to the business community for consultation or speaking, their consulting experience, and their service on boards, as an organization officer or other discipline-related service, 3) a listing of class consulting projects, and 4) a listing of community-related activities conducted within the College and by College faculty. 7. Host two networking events in the BA building during the AY 2008-2009. 	<p>Assessment Method: During the spring 2008 semester, the Dean's office and the departments will evaluate the information contained in the Community Connection database to establish benchmarks for community involvement. The information will be used to evaluate existing community-related activities and make changes as needed.</p> <p>The Dean's office and Career services will evaluate the networking events before May 15th 2008 and make changes as needed.</p> <p>Criterion for Success: The CoBA will establish a Business Advisory Council (BAC).</p> <p>The CoBA will develop benchmarks for the number of activities that demonstrate participation in the community and the profession as measured by the following:</p> <ol style="list-style-type: none"> a. number of programs with service learning activities b. number of community-based activities, such as guest speakers in class and student projects for businesses c. number of faculty memberships on advisory boards d. number of faculty engaged in discipline specific consulting e. number of faculty holding office in professional organizations f. number of faculty serving on editorial review boards 	<p>10/16/2008 - CoBA is in the process of determining BAC members but has not yet formalized Council membership. Additionally, community-based activities of CoBA faculty will be maintained on a database. The database has been purchased and the database is being populated with data but the input process is incomplete at this time.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/16/2008 - No use of results at this time since the outcome has yet to be determined.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - College of Business Administration - Qualified Applicants - Systematic Methodology - The CoBA will develop and implement a plan to improve the pool of qualified student applicants.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. The Business Students Advisory Council (BSAC), comprised of presidents of student organizations, will be asked to send three students to at least 5 high school recruiting events during AY 2008-2009 2. Current Master level students will recruit our undergraduate students to our MBA program. 3. Current PhD students will help recruit MBA students to our PhD program. 4. CoBA will work with BPA leaders to identify and recruit excellent students to CoBA 5. CoBA will develop and implement an activity for BETA Entrepreneurship education on the CoBA campus 	<p>Assessment Method: BSAC recruiters will be interviewed by the Dean's office to determine the effectiveness of their efforts and will adjust targets or the strategy for the student-recruiting initiative as needed.</p> <p>Criterion for Success: The CoBA will participate in 5 recruitment activities at Valley high schools.</p> <p>CoBA will continue to fund the GMAT tutoring program to increase the number of high quality who enter our MBA program</p>	<p>10/16/2008 - CoBA was involved with 3 high school activities. BETA school was invited to participate in the Business Symposium during September 2007 and all-day presentations were made to two Edinburg high schools. A total of 121 students who were likely CoBA enrollees completed contact information cards.</p> <p>2) Three, free tutorial sessions were provided during the year.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/16/2008 - The approach to the high school recruiting events is being reevaluated but the GMAT tutorial is continuing as conceptualized.</p>
<p>Admin - College of Business Administration - Access to Inter-American and Global Perspectives - Systematic Methodology - The CoBA will develop and implement a plan to collect, report, benchmark and enhance business student access to inter-</p>	<p>Assessment Method: The results of a survey of core business course faculty will be used to set a benchmark for program coverage of global/diversity issues.</p>	<p>10/15/2008 - Core course faculty have been queried to determine class time devoted to cultura/diversity issues however the results have not been submitted at the current time.</p> <p>A total of 40 exchange students from Germany,</p>	<p>10/24/2008 - The CoBA faculty outcome metric has been adusted downward but the other objectives will remain the same and faculty and students will be encouraged to participate in foreign exchange</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>American and global perspectives.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> As noted in the Objective addressing outcome measures for student learning, the CoBA will develop and administer a survey to business core course instructors to determine the amount of course time devoted to cultural and global issues by March 15th. The CoBA will initiate a partnership with one foreign university during the 2007-2008 AY. The CoBA will encourage visiting professors on campus by January 2008. The CoBA will work with the Office of International Programs to publicize study abroad programs. The CoBA will work with the Office of International Programs to create opportunities for faculty to teach courses in partner universities. The CoBA will also encourage faculty to apply for Fulbright opportunities. 	<p>The number of partnerships with foreign universities, the number of visiting professors, the number of students participating in a study abroad program and the number of faculty engaged in teaching abroad experiences for AY 2007-2008 AY will be determined by the Dean's office before May 15th, 2008 and changes will be made to the target or the strategy as needed.</p> <p>Criterion for Success: A benchmark for the amount of core business class time devoted to cultural/diversity issues will be established based on a survey of core business course faculty.</p> <p>The number of partnerships between CoBA and its faculty and foreign universities will be increased by 2 percent.</p> <p>The CoBA will have 2 visiting professors in the College during the 2007-2008 AY.</p> <p>A total of 100 business students will participate in a study-abroad program.</p> <p>A total of 10 faculty will participate in a faculty experience in a foreign country.</p>	<p>France, Mexico, Canada, Ukraine and Chile attended 185 classes in CoBA. A total of 73 students and three professors from CoBA participated in the study abroad program.</p> <p>Result Type: Criterion Not Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>opportunities.</p>
<p>Admin - College of Business Administration - Optimization of Course Offerings - Systematic Methodology - The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings.</p>	<p>Assessment Method: The Dean's office will review 12th day class rolls to determine the difference between scheduled seats and filled seats during the fall and spring semester and determine the number of unfunded courses.</p>	<p>10/16/2008 - With the data obtained so far, the ratio of scheduled class seats to filled seats for fall 2008 is 14.5%. The number of small classes for AY 2006-2007 was 5 compared to 4 for AY 2007-2008, less than the targeted number.</p>	<p>10/16/2008 - Continue to encourage departments to establish course seating requirements that closely align with actual enrollments and to minimize or eliminate unfunded courses.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. The Dean's office will monitor and approve proposed course schedules and encourage the development of a two-year schedule of course offerings by January 2008.</p>	<p>Two-year schedules will be published each January.</p> <p>Criterion for Success: The difference between scheduled seats and filled seats will be less than 10% for the majority of classes offered during AY 2007-2008.</p> <p>No more than 6 unfunded courses that require faculty resources will be offered during AY 2007-2008.</p> <p>A 3-year schedule of CoBA course offerings will be developed each January.</p>	<p>Fall 2008 small classes: UG 4 classes with 10 to 14 students MBA 1 class with 2 students PhD 1 class with 4 students, 8 classes with 5 to 9 students</p> <p>A 3-year schedule of CoBA classes was developed by all chairs.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	
<p>Admin - College of Business Administration - Recruiting Qualified Faculty - Systematic Methodology - The CoBA will develop and implement a plan to collect, report, benchmark and optimize course offerings.</p> <p>Outcome Types: Administrative - Fiscal Year 2008 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Departments with open faculty positions will have Recruitment Plans approved by the Dean's office no later than September 15, 2008. The Dean's office will coordinate the posting of advertisements in a timely manner.</p> <p>2. All new CoBA faculty will participate in the New Faculty Support Program</p>	<p>Assessment Method: The number of new faculty hires and their rank will be examined and evaluated by the Dean's office relative to the position open and changes will be made to the strategy and targets as needed.</p> <p>The Dean's office will annually review faculty retention.</p> <p>The Dean's office will collect and forward to the Provost's Office all administrative problems encountered in faculty selection/hiring/processing.</p> <p>Criterion for Success: The CoBA will make initial offers to new faculty by November 30, 2007.</p> <p>The CoBA will increase the percentage of successfully filled positions as compared to last year.</p> <p>The CoBA will increase the number of new</p>	<p>10/16/2008 - 1) All offers were not extended to new faculty by Nov 30, however, a total of 8 new tenure-track faculty were hired. Two visiting faculty and one new lecturer were hired in MMIB. 2) We will be unable to determine the 5-year retention rate for new faculty until 2012. 3) CoBA has discussed with the provost the need for timely hiring line decisions in business disciplines whose main faculty recruiting events are generally in the late summer to early fall. This has been the major road block to hiring high-quality faculty.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>10/16/2008 - Continue to encourage timely faculty-hiring decisions so that recruiting may begin early, before high-quality faculty have been hired elsewhere. CoBA will also work to develop a collegial, resource-appropriate environment that encourages faculty retention.</p>

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<p>3. Department Chairs and faculty selection committee members will be asked to provide a list of problems encountered during the selection/hiring process by November 30, 2007. Results will be forwarded to the Provost's Office.</p>	<p>tenured/tenure track faculty who remain at UTPA for 5 years by 100 percent.</p> <p>The CoBA will identify University administrative-controlled problems that affect hiring new, high-quality faculty, processing them, and retaining them.</p>	<p>10/16/2008 - 1) All offers were not extended to new faculty by Nov 30, however, a total of 8 new tenure-track faculty were hired. Two visiting faculty and one new lecturer were hired in MMIB. 2) We will be unable to determine the 5-year retention rate for new faculty until 2012. 3) CoBA has discussed with the provost the need for timely hiring line decisions in business disciplines whose main faculty recruiting events are generally in the late summer to early fall. This has been the major road block to hiring high-quality faculty.</p> <p>Result Type: Inconclusive Next Step: Continue Current Strategy(s)</p>	<p>10/16/2008 - Continue to encourage timely faculty-hiring decisions so that recruiting may begin early, before high-quality faculty have been hired elsewhere. CoBA will also work to develop a collegial, resource-appropriate environment that encourages faculty retention.</p>