

Administrative and Educational Support Report*

Department of Mgmt., Mktg. & Int. Business

**Annual Action Plan
Annual Assessment Report**

June 2007 – May 2008

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



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

Unit: **Department of Management, Marketing and International Business (MMIB)**

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: MMIB’s mission is to aid the College of Business at the University of Texas Pan American 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
MMIB will help CoBA develop and implement a systematic plan for collecting, reporting,	Increase MMIB majors’ 4-year graduation rate by 0.5 percent by the end of the 2007-08 academic year.	To improve graduation, retention, and persistence rates, MMIB will	Graduation rates, retention rates, persistence rates from OIRE will be received to measure outcomes. MMIB will meet with	

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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 MMIB majors' retention rate by 1 percent by the end of the 2007-2008 academic year.</p> <p>Increase MMIB majors' persistence rates by 1 percent by the end of the 2007-2008 academic year.</p>	<ol style="list-style-type: none"> 1) Continually encourage students in classes to see an advisor throughout the year. 2) Increase Summer, evening, and online course offerings that will satisfy all student timely graduation plans. 3) Increase the role of professional advisors by having more students advised by professional advisors than by faculty. 	<p>the Dean's office 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>20% increase in Summer teaching budget for faculty, lecturers, and teaching assistants.</p> <p>10% increase in formula for paying all instructors and faculty for Summer teaching.</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.

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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>MMIB will help CoBA to 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 1 percent.</p> <p>The average student scores on the ETS exam embedded questions will improve from the prior year by 1 percent, on average.</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>Make sure that all seniors taking the Strategic Management capstone course will take the ETS exam with embedded questions measuring MMIB major proficiency.</p> <p>Help CoBA develop an employer satisfaction-with-CoBA-graduates survey and administer to a sample of relevant employers before March 15th.</p> <p>Send one faculty to the AACSB Assurances of Student Learning (ASL) Conference.</p>	<p>2007-2008 ETS test results will be compared to earlier years for MMIB majors (management, marketing, international business). Results will be analyzed and changes made to the program, if appropriate.</p> <p>Faculty attending the ASL conference will assist in developing and monitoring College and Departmental student learning objectives.</p>	<p>One course release time for one faculty member to develop embedded questions for MMIB majors.</p> <p>About \$1,500 is needed to fund registration and travel to the AACSB Assurance of Learning training conference.</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.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.

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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>MMIB will help CoBA 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.</p>	<p>The number of internships available for students will increase proportionate to CoBA's goal of from 63 during 2006-2007 to 75 during 2007-08.</p> <p>Continue teaching the online courses in the books currently and add one more online class during the 2007-2008 AY.</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>MMIB will work with CoBA and Career services to develop and publicize student internships.</p> <p>Add an International Business course to the online offerings</p> <p>Faculty will be asked to involve students in their research projects with the objective of shared research publication or presentation.</p> <p>Have one MMIB faculty participate in teaching development activities such as online course training and course innovation.</p>	<p>The number of internships made available to College students and the students taking internships each semester will be examined during spring 2008.</p> <p>Number of courses offered online, on weekends and in the evening in comparison to earlier years.</p> <p>Number of student-involved research projects submitted for publications/presentation in comparison to earlier years.</p> <p>The number of faculty participating in teaching development activities will be determined and used as a benchmark for subsequent years.</p> <p>Number of MMIB faculty receiving teaching awards.</p>	<p>None</p> <p>Funds for student travel to present research, if needed.</p> <p>Share of \$5,000 in travel monies for CoBA</p> <p>Funds to have two MMIB faculty receive online teaching training.</p>

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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
MMIB will help CoBA develop and implement a plan for the collecting, reporting, benchmarking, and improving the production and dissemination of scholarly and creative works.	<p>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> <ul style="list-style-type: none"> a. number of refereed works in target journals c. number of state, regional, national and international presentations. d. number of books e. number of book chapters 	<p>Decrease teaching loads for faculty to 2 courses per semester in order to come to par with other research universities in the nation.</p> <p>Provide funds for research activities, such as mailing of surveys, interviewer and interviewee fees, and equipment</p> <p>Invite renowned scholars from the USA and abroad to expose faculty to new ideas and research topics, as well as create opportunities for joint projects.</p> <p>Increase travel support</p>	MMIB will collect and count the number of publications/presentations 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>Decrease of 1 course load per faculty per semester.</p> <p>\$20,000.00 increase in research support.</p> <p>\$10,000.00 for guest scholar visits.</p> <p>\$26,000.00 increase in</p>

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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>by 1000 USD per faculty in order for them to become more involved in national and international conferences where they can meet, discuss with, and develop joint projects with colleagues from outside of UTPA and be seen and heard to form networks with a global academic community.</p> <p>Help CoBA work to increase the number of scholarly activities published or presented by the following:</p> <ol style="list-style-type: none"> 1) revising the merit process to more carefully tie the number and quality of publications to merit. 2) stressing the importance of being AQ by AACSB standards 	<p>Determine the AQ and PQ status of MMIB faculty</p>	<p>travel support.</p>

UTPA Goal:

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

Academic Affairs Objective:

2.B. The Provost Office will support the Colleges (and departments) to establish a systematic methodology for the collection, reporting, benchmarking, and to improve acquisition of external funds as measured in the key outcome measures.

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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>MMIB will help CoBA develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.</p>	<p>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 by one. b. establish a benchmark for the number of MMIB 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>Inputs to the Office of the Dean in developing a “Campaign for CoBA” initiative to secure funds from Corporations, Alumni, and other donors.</p>	<p>Help CoBA work with the Office of Research and Sponsored Projects to determine grant opportunities and publicize grant-writing workshops by introducing faculty and doctoral students to possibilities of research grants.</p> <p>Help CoBA develop a plan for developing business consulting projects and disseminating projects to appropriate faculty through a “Business Expert” program by supplying the information requested by the Dean’s Office and linking faculty with potential projects.</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>Contacts formed and revenues received from the business community.</p> <p>Number of contributions to a brochure detailing the “Campaign for CoBA” initiative, a website with this information, and a list of potential donors.</p>	<p>One course teaching release for faculty involved in activities to raise external funds</p>

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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
MMIB will help CoBA 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. MMIB input to CoBA's offering of 2 certificates or CEUs by May 2008.	See strategy for objective 1C for nontraditional course offerings. MMIB will encourage faculty to offer nontraditional courses by funding training or travel, if applicable. Help CoBA encourage certification or professional CEU education through a revenue sharing program, if possible by alerting MMIB faculty to possibilities.	The number of courses offered at nontraditional times/methods will be examined and reported to the Dean's office by May 15 th 2008. Inputs to CEU offerings and the revenue generated will be examined and reported to the Dean's office by May 15 th 2008. The Dean and the department chairs will then set new targets for new CEU initiatives.	Start-up funds Revenues generated from noncredit offerings will be used to compensate course offerings participants (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.

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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
MMIB will help CoBA develop and implement a plan for collecting, reporting, benchmarking, and improving the integration of University and community resources.	<p>Contribution to CoBA in establishing a Business Advisory Council.</p> <p>Contributions to CoBA's efforts in raising funds for research and provision of solutions to community problems.</p>	<p>Help CoBA establish a Business Advisory Council</p> <p>Develop contacts with institutions and leaders in the community to develop a partnership for providing research and disciplinary knowledge to the community and, in return, receiving funds from the community to improve research and other academic activities by MMIB faculty and students.</p>	<p>Number of research conducted for community needs.</p> <p>Number of programs provided for community.</p> <p>Amount of funds received from the community for academic activities.</p> <p>Evaluate the networking events before May 15th 2008 and make changes as needed with the Dean's office and Career services.</p>	<p>Two course faculty teaching release time</p> <p>Funds for two graduate assistants to help in activities</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.

College/AVP Objective: 4.A. The CoBA will develop and implement a plan to improve the pool of qualified student applicants.

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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
MMIB will help CoBA develop and implement a plan to improve the pool of qualified student applicants.	Contributions to CoBA's participation in 5 recruitment activities at Valley high schools.	<p>Help the Business Students Advisory Council (BSAC), comprised of presidents of student organizations, find three students by naming the best MMIB students to visit at least 5 high school recruiting events during AY 2007-2008</p> <p>Help current Master level students recruit our undergraduate students to our MBA program.</p> <p>Encourage current PhD students to help recruit MBA students to our PhD program.</p>	Inputs as BSAC recruiters are 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.	

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.

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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>MMIB will help CoBA develop and implement a plan to collect, report, benchmark and enhance business student access to inter-American and global perspectives.</p>	<p>The number of partnerships between MMIB and its faculty and foreign universities will be increased by 1.</p> <p>MMIB will have 2 visiting scholars during the 2007-2008 AY.</p> <p>MMIB will contribute faculty to a study-abroad program.</p> <p>2 faculty will participate in a faculty experience in a foreign country.</p>	<p>As noted in Objective 1B, the MMIB will help CoBA 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>MMIB will help CoBA initiate a partnership with one foreign university during the 2007-2008 AY.</p> <p>MMIB will encourage visiting scholars on campus by January 2008.</p> <p>Help CoBA work with the Office of International Programs to publicize study abroad programs by providing faculty and information about courses as needed.</p> <p>Help CoBA work with the Office of International Programs to create opportunities for faculty</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 in MMIB core courses.</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 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> <p>Reorganization of reimbursement system to make sure that visiting scholars are reimbursed in a timely manner.</p>

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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
		to teach courses in partner universities. MMIB will encourage faculty to apply for Fulbright opportunities.	Number of Fulbright fellowships.	

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
MMIB will help CoBA 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. All MMIB classes will have minimum number of enrolments required.	Help the Dean's office in monitoring and approving proposed course schedules and in developing a two-year schedule of course offerings by January 2008.	Reviewing 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. Publication of two-year schedules each January.	None

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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
MMIB will help CoBA develop and implement a plan to collect, report, benchmark and optimize course offerings	MMIB will help make initial offers to new faculty by December 15, 2007.	MMIB 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 new faculty hired and his/her rank will be examined and evaluated relative to the position open and changes will be made to the strategy and targets for hiring faculty as needed.	None
	MMIB will increase faculty by successfully filling a management position.	All new MMIB faculty will participate in the New Faculty Support Program Any other ways—any ideas? NO.	MMIB will annually review faculty retention.	None
	MMIB will contribute to CoBA's increasing the number of new tenured/tenure track faculty who remain at UTPA for 5 years by 100 percent.	MMIB Chair and faculty selection committee members will provide a list of problems encountered during the selection/hiring process by November 30, 2007, to the Dean's Office.	MMIB will collect and forward to the Dean's Office all administrative problems encountered in faculty selection/hiring/processing.	None

AES FY08 Assessment Results Report

UTPA

Dept - Mgmt., Mktg., & Int. Business

Unit Mission: MMIB's mission is to aid the College of Business at the University of Texas Pan American 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.

Unit Head: A. Fuat Firat

College: College of Business Administration

Division: Division of Academic Affairs

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Dept - Mgmt., Mktg., & Int. Business - Degree Programs - Systematic Methodology - MMIB will help CoBA 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>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> To improve graduation, retention, and persistence rates, MMIB will Continually encourage students in classes to see an advisor throughout the year. 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. 	<p>Assessment Method:</p> <p>1a. Graduation rates, retention rates, persistence rates from OIRE will be received to measure outcomes. MMIB will meet with the Dean's office 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:</p> <p>Increase MMIB majors' 4-year graduation rate by 0.5 percent by the end of the 2007-08 academic year.</p> <p>Increase MMIB majors' retention rate by 1 percent by the end of the 2007-2008 academic year.</p> <p>Increase MMIB majors' persistence rates by 1 percent by the end of the 2007-2008 academic year.</p>	<p>09/03/2008 - MMIB has participated in the development and implementation of the strategic plan for collecting, reporting, benchmarking and continuously improving key outcome measures of student continuance in business degree programs. As a result, this year we have established benchmarks for measuring improvements. For the MMIB Department 4-year graduation rate for Fall 2002 cohort is 18.4% (this is an increase from 16.8% for the previous year); MMIB majors' Freshman (F) to Sophomore (Sp) first year retention rates for 2006 and 2007 respectively are 72.63% and 70.48%, and Sp to Junior (J) second year retention rate for 2006 is 59.12%--however, these rates are not very pertinent since students start their business major courses in their junior year. We ask that statistics for retention from J to Senior (S) and S to graduation are supplied in the future. 6-years persistence rate for MMIB majors is 91%.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Dept - Mgmt., Mktg., & Int. Business - SLOs - Systematic Methodology - MMIB will help CoBA to 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 Administrative - Fiscal Years 2009 - 2011</p> <p>Start Date: 09/01/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Make sure that all seniors taking the Strategic Management capstone course will take the ETS exam with embedded questions measuring MMIB major proficiency.</p> <p>2. Help CoBA develop an employer satisfaction-with-CoBA-graduates survey and administer to a sample of relevant employers before March 15th.</p> <p>3. Send one faculty to the AACSB Assurances of Student Learning (ASL) Conference.</p>	<p>Assessment Method: 1a. 2007-2008 ETS test results will be compared to earlier years for MMIB majors (management, marketing, international business).</p> <p>1b. Results will be analyzed and changes made to the program, if appropriate.</p> <p>3a. Faculty attending the ASL conference will assist in developing and monitoring College and Departmental student learning objectives.</p> <p>Criterion for Success: The average student scores on the ETS exam will improve from the prior two-year ETS exam average by 1 percent.</p> <p>The average student scores on the ETS exam embedded questions will improve from the prior year by 1 percent, on average.</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>09/03/2008 - MMIB helped CoBA 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. ETS exam average for Marketing majors improved by 1 percentage point, from 51% to 52%. Averages for Management and International Business majors remained the same, both at 54%.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>Dept - Mgmt., Mktg., & Int. Business - Access - Systematic Methodology - MMIB will help CoBA 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.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <ol style="list-style-type: none"> MMIB will work with CoBA and Career services to develop and publicize student internships. Add an International Business course to the online offerings Faculty will be asked to involve students in their research projects with the objective of shared research publication or presentation. Have one MMIB faculty participate in teaching development activities such as online course training and course innovation. 	<p>Assessment Method:</p> <p>1a. The number of internships made available to College students and the students taking internships each semester will be examined during spring 2008.</p> <p>2a. Number of courses offered online, on weekends and in the evening in comparison to earlier years.</p> <p>3a. Number of student-involved research projects submitted for publications/presentation in comparison to earlier years.</p> <p>4a. The number of faculty participating in teaching development activities will be determined and used as a benchmark for subsequent years.</p> <p>4b. Number of MMIB faculty receiving teaching awards.</p> <p>Criterion for Success:</p> <p>The number of internships available for students will increase proportionate to CoBA's goal of from 63 during 2006-2007 to 75 during 2007-08.</p> <p>Continue teaching the online courses in the books currently and add one more online class during the 2007-2008 AY.</p> <p>Increase the number of students submitting research papers to conferences or journals</p>	<p>09/03/2008 - MMIB participated in CoBA's development of a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to CoBA educational programs. Number of internships not known. 3 new online courses were added. Number of doctoral students submitting papers to conferences and journals increased by 40%, as has rates of acceptance. Number of faculty involved in teaching development activities and teaching innovations not yet determined.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
	<p>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>09/03/2008 - MMIB participated in CoBA's development of a plan for collecting, reporting, benchmarking, and improving key outcome measures associated with increasing high-quality student access to CoBA educational programs. Number of internships not known. 3 new online courses were added. Number of doctoral students submitting papers to conferences and journals increased by 40%, as has rates of acceptance. Number of faculty involved in teaching development activities and teaching innovations not yet determined.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>
<p>Dept - Mgmt., Mktg., & Int. Business - Scholarly Productivity - Systematic Methodology - MMIB will help CoBA 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</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Decrease teaching loads for faculty to 2 courses per semester in order to come to par with other research universities in the nation.</p>	<p>Assessment Method: 1a. MMIB will collect and count the number of publications/presentations 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>09/03/2008 - MMIB counted the number of publications/presentations by faculty from the Faculty News/Research database by April 15, 2007, to be used as benchmark for next year.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>2. Provide funds for research activities, such as mailing of surveys, interviewer and interviewee fees, and equipment</p> <p>3. Invite renowned scholars from the USA and abroad to expose faculty to new ideas and research topics, as well as create opportunities for joint projects.</p> <p>4. Increase travel support by 1000 USD per faculty in order for them to become more involved in national and international conferences where they can meet, discuss with, and develop joint projects with colleagues from outside of UTPA and be seen and heard to form networks with a global academic community.</p> <p>5. Help CoBA work to increase the number of scholarly activities published or presented by the following: ? revising the merit process to more carefully tie the number and quality of publications to merit. ? stressing the importance of being AQ by AACSB standards</p>	<p>5a. Determine the AQ and PQ status of MMIB faculty</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> <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>09/03/2008 - MMIB counted the number of publications/presentations by faculty from the Faculty News/Research database by April 15, 2007, to be used as benchmark for next year.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>
<p>Dept - Mgmt., Mktg., & Int. Business - Acquisition of External Funds - Systematic Methodology - MMIB will help CoBA develop and implement a plan for collecting, reporting, benchmarking, and improving the acquisition of external funds.</p>	<p>Assessment Method: 1a. 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>09/03/2008 - A total of 5 external fund grants were submitted--an increase of 2 from previous year. No external funds yet received. 2 plans for developing funds for CoBA were submitted to the Dean from MMIB.</p> <p>Result Type: Inconclusive</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <p>1. Help CoBA work with the Office of Research and Sponsored Projects to determine grant opportunities and publicize grant-writing workshops by introducing faculty and doctoral students to possibilities of research grants.</p> <p>2. Help CoBA develop a plan for developing business consulting projects and disseminating projects to appropriate faculty through a "Business Expert" program by supplying the information requested by the Dean's Office and linking faculty with potential projects.</p>	<p>2a. Contacts formed and revenues received from the business community.</p> <p>2b. Number of contributions to a brochure detailing the "Campaign for CoBA" initiative, a website with this information, and a list of potential donors.</p> <p>Criterion for Success: Improve the acquisition of external funds as measured by an overall increase in the following indicators:</p> <p>a. increase the number of research grants and awards by one.</p> <p>b. establish a benchmark for the number of MMIB faculty with intra and inter University collaborative projects and increase the number.</p> <p>c. increase the number and amount of revenue generated through entrepreneurial activities.</p> <p>Inputs to the Office of the Dean in developing a "Campaign for CoBA" initiative to secure funds from Corporations, Alumni, and other donors.</p>	<p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Mgmt., Mktg., & Int. Business - Credit and Non-credit Course Offerings -</p>	<p>Assessment Method: 3a. The number of courses offered at</p>	<p>09/03/2008 - MMIB contributed to CoBA's</p>	<p>09/30/2008 - Results will be</p>

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<p>Systematic Methodolgy - MMIB will help CoBA 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</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 3. See strategy for objective 1C for nontraditional course offerings. MMIB will encourage faculty to offer nontraditional courses by funding training or travel, if applicable.</p> <p>4. Help CoBA encourage certification or professional CEU education through a revenue sharing program, if possible by alerting MMIB faculty to possibilities.</p>	<p>nontraditional times/methods will be examined and reported to the Dean?s office by May 15th 2008.</p> <p>4a. Inputs to CEU offerings and the revenue generated will be examined and reported to 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 objective 1C for nontraditional course offerings.</p> <p>MMIB input to CoBA?s offering of 2 certificates or CEUs by May 2008.</p>	<p>development of a plan for collecting, reporting, benchmarking, and improving the number of credit and non-credit course offerings. A non-traditional Ph.D. seminar was offered in May 2008. An MBA course was offered in the weekends resulting in great satisfaction of students.</p> <p>Result Type: Criterion Met</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>continued to be monitored to see if any changes are needed.</p>
<p>Dept - Mgmt., Mktg., & Int. Business - Professional and Community Participation - Systematic Methodology - MMIB will help CoBA 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</p> <p>Start Date: 06/01/2007</p>	<p>Assessment Method:</p> <p>1a. Number of research conducted for community needs.</p> <p>2a. Number of programs provided for community.</p> <p>2b. Amount of funds received from the community for academic activities.</p> <p>2c. Evaluate the networking events before</p>	<p>09/03/2008 - Several efforts to provide service to the community were initiated by MMIB and are still in development and negotiation with community leaders. One initiative to form ongoing relations with businesses in the community by providing input to solution of cases encountered by businesses and seminars for business development in the RGV has failed to materialize.</p> <p>Result Type: Inconclusive</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Help CoBA establish a Business Advisory Council</p> <p>2. Develop contacts with institutions and leaders in the community to develop a partnership for providing research and disciplinary knowledge to the community and, in return, receiving funds from the community to improve research and other academic activities by MMIB faculty and students.</p>	<p>May 15th 2008 and make changes as needed with the Dean's office and Career services.</p> <p>Criterion for Success: Contribution to CoBA in establishing a Business Advisory Council.</p> <p>Contributions to CoBA's efforts in raising funds for research and provision of solutions to community problems.</p>	<p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Mgmt., Mktg., & Int. Business - Qualified Applicants - Systematic Methodology - MMIB will help CoBA develop and implement a plan to improve the pool of qualified student applicants.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Help the Business Students Advisory Council (BSAC), comprised of presidents of student organizations, find three students by naming the best MMIB students to visit at least 5 high school recruiting events during AY 2007-2008</p> <p>2. Help current Master level students recruit our undergraduate students to our</p>	<p>Assessment Method: 1a. Inputs as BSAC recruiters are 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: Contributions to CoBA's participation in 5 recruitment activities at Valley high schools.</p>	<p>09/04/2008 - MMIB participated in CoBA efforts to develop a competition among student groups in cooperation with STC to identify and attract qualified student applicants.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

Intended Outcomes	Means of Assessment & Criteria for Success / Tasks	AES Assessment Results	Use of Result & Follow-Up
<p>MBA program.</p> <p>3. Encourage current PhD students to help recruit MBA students to our PhD program.</p>			
<p>Dept - Mgmt., Mktg., & Int. Business - Access to Inter-American and Global Perspectives - Systematic Methodology - MMIB will help CoBA develop and implement a plan to collect, report, benchmark and enhance business student access to inter-American and global perspectives.</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies:</p> <p>1. As noted in Objective 1B, the MMIB will help CoBA 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>2. MMIB will help CoBA initiate a partnership with one foreign university during the 2007-2008 AY.</p> <p>3. MMIB will encourage visiting scholars on campus by January 2008.</p> <p>4. Help CoBA work with the Office of International Programs to publicize study abroad programs by providing faculty and</p>	<p>Assessment Method:</p> <p>1a. The results of a survey of core business course faculty will be used to set a benchmark for program coverage of global/diversity issues in MMIB core courses.</p> <p>2a. 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 before May 15th, 2008 and changes will be made to the target or the strategy as needed.</p> <p>6a. Number of Fulbright fellowships.</p>	<p>09/04/2008 - A faculty member from Monterrey was a participant in the Ph.D. seminar offered in May 2008, and there is ongoing communication with the Dean of the Business School at Monterrey Tech to offer another seminar that will be especially open to young faculty from that institution.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>information about courses as needed.</p> <p>5. Help CoBA work with the Office of International Programs to create opportunities for faculty to teach courses in partner universities.</p> <p>6. MMIB will encourage faculty to apply for Fulbright opportunities.</p>	<p>Criterion for Success: The number of partnerships between MMIB and its faculty and foreign universities will be increased by 1.</p> <p>MMIB will have 2 visiting scholars during the 2007-2008 AY.</p> <p>MMIB will contribute faculty to a study-abroad program.</p> <p>2 faculty will participate in a faculty experience in a foreign country.</p>	<p>09/04/2008 - A faculty member from Monterrey was a participant in the Ph.D. seminar offeres in May 2008, and there is ongoing communication with the Dean of the Business School at Monterrey Tech to offer another seminar that will be especially open to young faculty from that institution.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>
<p>Dept - Mgmt., Mktg., & Int. Business - Optimization of Course Offerings - Systematic Methodology - MMIB will help CoBA develop and implement a plan to collect, report, benchmark and optimize course offerings.</p>	<p>Assessment Method: 1a. Reviewing 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>09/04/2008 - MMIB lost 4 T/TTfaculty members to resignations and retirements in the 2007-2008 AY. One more faculty has resigned effective January 2009, and another will retire August 2009. This has put much pressure on course offerings, but given resources and hard planning course offerings</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. Help the Dean's office in monitoring and approving proposed course schedules and in developing a two-year schedule of course offerings by January 2008.</p>	<p>2a. Publication of two-year schedules 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>All MMIB classes will have minimum number of enrolments required.</p>	<p>have been optimized through employment of 3 emergency hires. Only one of these emergency hires can be replaced as of current line approvals, which means that the optimum will be severely hurt.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	
<p>Dept - Mgmt., Mktg., & Int. Business - Recruiting Qualified Faculty - Systematic Methodology - MMIB will help CoBA develop and implement a plan to collect, report, benchmark and optimize course offerings</p> <p>Outcome Types: Administrative - Fiscal Year 2008</p> <p>Start Date: 06/01/2007</p> <p>End Date: 05/31/2008</p> <p>Outcome Status: Active/Ongoing</p> <p>Strategies: 1. MMIB 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 MMIB faculty will participate in the New Faculty Support Program</p>	<p>Assessment Method: 1a. The new faculty hired and his/her rank will be examined and evaluated relative to the position open and changes will be made to the strategy and targets for hiring faculty as needed.</p> <p>2a. MMIB will annually review faculty retention.</p> <p>2b. MMIB will collect and forward to the Dean's Office all administrative problems encountered in faculty selection/hiring/processing.</p> <p>Criterion for Success: MMIB will help make initial offers to new</p>	<p>09/04/2008 - MMIB has not been given approval to replace faculty lost to retirements and resignations. Only one faculty member could be hired this year, who is very qualified. MMIB has been successful in attracting well qualified faculty for positions approved, but is in need of more new qualified hires. For 6 faculty lost, MMIB currently has only 1 line approved for a new hire--this will severely hurt the department's educational and scholarly efforts.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>

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<p>Any other ways?any ideas? NO. MMIB Chair and faculty selection committee members will provide a list of problems encountered during the selection/hiring process by November 30, 2007, to the Dean's Office.</p>	<p>faculty by December 15, 2007.</p> <p>MMIB will increase faculty by successfully filling a management position.</p> <p>MMIB will contribute to CoBA's increasing the number of new tenured/tenure track faculty who remain at UTPA for 5 years by 100 percent.</p> <p>MMIB will contribute to CoBA's identifying University administrative-controlled problems that affect hiring new, high-quality faculty, processing them, and retaining them.</p>	<p>09/04/2008 - MMIB has not been given approval to replace faculty lost to retirements and resignations. Only one faculty member could be hired this year, who is very qualified. MMIB has been successful in attracting well qualified faculty for positions approved, but is in need of more new qualified hires. For 6 faculty lost, MMIB currently has only 1 line approved for a new hire--this will severely hurt the department's educational and scholarly efforts.</p> <p>Result Type: Inconclusive</p> <p>Next Step: Continue Current Strategy(s)</p>	<p>09/30/2008 - Results will be continued to be monitored to see if any changes are needed.</p>