

LOUISIANA STATE UNIVERSITY IN SHREVEPORT
Annual Assessment Plan – Results

ASSESSMENT YEAR: 2008-09

SUBMITTED BY: Department of Management & Marketing – Karen E. James, Chair

PARTICIPATION: Faculty in Management & Marketing

GOAL I: Provide a supportive learning environment for undergraduate and graduate students (CBA Goal 1)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Have all faculty and adjuncts use MOODLE to post syllabus, grades, project and test due dates, and to communicate with students.	a. Document in FPRs.		
2. Maintain faculty involvement support of student orgs (SHRM, SIFE, MBAA) & notify faculty of meetings. Continue to announce guest speakers to faculty and students.	a. Document student organization advising roles in FPRs. b. Document faculty who attend student organization meetings via attendance sheets.		
3. Have faculty encourage students to utilize resources available to “high risk” students, such as writing lab.	a. Document in syllabi , email CC to chair or Moodle announcement.		
4. Have faculty utilize “Early Alert” system for “high risk” students and notify the Dean’s office when students have excessive absences	a. Document in FPRs or email CC to chair. b. Document via “threat” letters sent.		
5. Have faculty speak briefly in MADM 105 and MADM 205 sections to freshmen/sophomores about our departmental majors.	a. Coordinate with 105 and 205 instructors and M/M faculty to schedule and execute. b. Track faculty involvement.		
6. Help revive the MBA association and assist with getting outside speakers	a. Document in FPRs.		
7. Provide faculty mentors for interns to support students’ OTJ learning.	a. Document via internship report and in FPRs.		
8. Invite guest speakers to address classes as relevant.	a. Document in FPRs.		
9. Use actual businesses for class projects when feasible.	a. Document in FPRs.		
10. Maintain 10 office hrs a week (5 hrs on campus) to support student learning.	a. Department admin to verify scheduled office hours for all FT faculty/instructors.		
11. a) Have 100% of faculty participate in advising students each semester (online & F2F); b) complete advising surveys on 50% of advisees seen; c) encourage faculty to attend advising training	a and b. Document advising assignments and advising activity via printouts of LSUS Compass records at the beginning of each semester. c. take attendance at training session.		
12. Distribute information about SBDC to CBA students (free resources re: entrepr.)	a. Email students via D-L mail list; document in FPR		
13. Support Dean’s office and admissions and records in recruiting efforts.	a. Document participation in recruiting events in FPR.		

GOAL II: Review and enhance the MADM, MKT, ISDS and LDSH curricula (CBA Goal 2)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT): MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Continue to review MADM/MKT and LDSH course titles, prerequisites, and descriptions as needed.	a. Obtain faculty/dept. input and complete and forward appropriate university forms. b. Ensure changes get in next catalog. Communicate changes to students.		
2. Continue to explore online and blended course offerings where appropriate.	a. Document satisfactory completion of online faculty training & quality delivery of online/blended courses.		
3. Track exceptions at department level to preserve integrity of curriculum.	a. Submit exception report to Dean. b. Involve relevant faculty in exception granting.		
4. Explore potential for new concentrations and / or certificate programs of study.	a. Obtain faculty, student and BOV input.		
5. If requested, assist with revision of Business Certificate program.	a. Obtain faculty/departmental input; b. Document special actions in FPR.		

GOAL III: Increase number of new and qualified CBA students (CBA Goal 2)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Distribute departmental, MBA and HR concentration promotion to interested students. Respond to email inquiries.	a. Work with CBER and print promotional information as needed and distribute at relevant campus events; improve distribution of information at external locations (e.g., Shreveport Library). b. Respond to email requests for info in a timely fashion.		
2. Work with LSUS PR office to generate interest/coverage of various activities, classes, or programs that help promote the CBA.	a. Document efforts in FPRs. b. Maintain copies of newspaper articles which may result from efforts.		
3. Support CBA activities in recruiting new UG students.	Document faculty involvement related to BPCC visits/guest lectures, participation in UpClose sessions, hosting of CCTC students on campus, participation in high school counselor educational sessions, recruiting of science majors, etc. in FPRs.		
4. If requested, assist with visiting Germans students.	a. Document activities in FPR.		
5. Assist in the feasibility assessment of eMBA program, as requested.	a. Obtain faculty/departmental input. b. Document special actions in FPR.		
6. Assist in the development / promotion of the Executive Training Academy proposed by Hinck, as requested.	a. Obtain faculty/departmental input. b. Document in FPR.		

7. Assist in the development of the Land Management concentration and potential degree program, as requested.	a. Obtain faculty/departmental input. b. Document in FPR.		
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GOAL IV: Strengthen the quality of CBA programs through student learning assessment (CBA Goal 2)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Review results from UG and MBA AOL measures and pursue continuous improvement.	a. Relevant faculty will collect data, team leaders will document AOL results, AOL teams will meet and discuss their goal results and document continuous improvement efforts in a timely fashion. b. Track AOL involvement in FPRs.		
2. Ensure exiting CBA UG students are proficient in oral and written communication.	a. SIR II Q29F in MADM 210 \geq comparative average. b. [Part II of] UG AOL Goal 6.		
3. Ensure exiting CBA students are proficient in quantitative business methods (OM, MS).	a. \geq ETS Quant. national average b. SIR II Q29F- ISDS 383: \geq Q29F comparative avg. c. [Part II of] UG AOL Goal 3.		
4. Ensure exiting CBA UG students are proficient in basic computer tools and utilize information systems to support decision making processes.	a. SIR II Q29F in ISDS 150 \geq comparative average. b. SIR II Q29F in ISDS 350. \geq comparative average. c. [Part III of] UG AOL Goal 3.		
5. Ensure exiting CBA UG students have a basic understanding of management principles and individual/group behavior.	a. \geq ETS Mgmt. national avg. b. SIR II Q29F-MADM301: \geq Q29F comparative avg. c. [Part I of] UG AOL Goal 6.		
6. Ensure exiting CBA UG students have a basic understanding of marketing & stakeholder value creation.	a. \geq ETS Mkt. national avg. b. SIR II Q29F-MKT301: \geq Q29F comparative avg. c. UG AOL Goal 5.		
7. Ensure exiting CBA UG students have critical, integrative, & strategic think'g skills	a. UG AOL Goal 8. b. faculty evaluation of 480 presentations.		
8. Encourage faculty to participate in the case judging of MADM 480 or 760, at least once a year.	a. Document in FPR and via attendance records provided by 490/760 instructors.		
9. Ensure exiting management students are well prepared for a career path, directed toward managerial roles, within a variety of industries.	a. Computerized Exit Survey, Q11A: \geq 80% agree. b. Internship Super. Evaluation, Q12: \geq 90% agree.		
10. Ensure exiting marketing UG students are well prepared for entry level positions in the marketing field.	a. Computerized Exit Survey, Q11A: \geq 80% agree. b. Internship Super. Evaluation, Q12: \geq 90% agree.		
11. Participate in creation of AOL objectives for HCAD program, as required.	a. Document in FPR		

GOAL V: Strengthen the quality of CBA instruction and programs & improve physical facilities through grants and other external funding. (CBA Goal 3)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Support fundraising efforts as requested by the Dean.	a. Document relevant efforts.		
2. Implement funded BORSF grants written by Goode and James	a. Document in FPR.		
3. Assist technology committee in the needs assessment, research, and writing of grants geared towards obtaining funding for resource support.	a. Document contributions in the creation of BORSF and Tech fee grants in FPR.		
4. Support fundraising efforts via Riverbend Review	a. Document in FPR.		

GOAL VI: Recruit, develop and retain high quality faculty and instruction (CBA Goal 4)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Advertise, plan & execute the recruiting / selection efforts for the Assistant Professor in HR or Management position to teach HCAD HR class. Involve faculty.	a. Document recruiting efforts. b. Identify qualified new hire. c. Involve faculty.		
2. Engage in faculty retention efforts by providing a supportive environment for full- and part-time faculty.	a. Communicate additional research funding & publication opportunities to faculty. b. Document CBA Outstanding Performance Awards. c. Conduct FPRs annually; provide small tokens from department for high FPR scores and/or mentoring when warranted. d. Support relevant Faculty Development requests e. Offer free departmental meeting lunches or snacks. f. Communicate information to faculty (meetings / emails / F2F). g. Support promotion and tenure activities, as needed. h. Support immigration related activities, as needed. i. Assign Ethan Waples and Bill Bigler each a faculty mentor. j. Meet with new adjuncts; encourage attendance at adjunct orientation. k. Meet with new faculty to discuss FPR process and MBOs; encourage	Accomplished all but "E" as meeting times did not occur over lunch period; snacks provided instead.	None.

	attendance at orientation sessions. l. Provide faculty with SEDONA help booklet m. Initiate research brown bags to encourage sharing of research among colleagues in college n. provide positive feedback as merited. o. email research, conference, grant and other opportunities to faculty.		
3. Maintain high quality performance in all courses taught by FT and adjunct instructors.	a. Schedule SIR II evaluations for faculty and adjunct taught courses. Review all evaluation results. b. Provide mentoring of new instructors & adjuncts as well as coaching & feedback. c. Make instructor changes as needed.		
4. Support training of new faculty on course management system (Moodle), Classroom Response System and Sedona.	a. Document attendance at Information Technology led session; refer nonattendees to Moodle webcast tutorials. b. Track usage of Moodle & Sedona. c. Provide SEDONA training help sheet. d. Document faculty usage of SEDONA in updating vitas and in FPR generation.		
5. Maintain qualifications of FT faculty and FT instructors.	a. Review FPRs to verify that undergraduate and graduate faculty meet the college and AACSB standards. b. Review all research downloads, following CBA policy. c. Submit grad. faculty status renewals.		
6. Continue to support CBA AOL efforts.	a. Monitor AOL committee meeting minutes for membership presence. b. Monitor timeliness of data/report submissions.		
7. Have faculty submit copies of all journal articles, presentations, chapters, proceedings to Joanne (AACSB review). Encourage faculty to post article PDFS to SEDONA, for permanent repository.	a. Keep running list of any omissions in each faculty file. b. Share with faculty and submit to Dean. c. Document PDFs on Sedona.		
8. Distribute dept'l newsletter for internal communication purposes; post on web.	a. Create and distribute once a semester. b. Incorporate feedback. c. Post on college Moodle site.		

GOAL VII: Support the economic, social and technological development of the region – (CBA Goal 5)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Assist CBER and SBDC requests for faculty involvement, when possible.	a. Pass requests from CBER to appropriate faculty. b. Document in email and via FPRs.		
2. Involve students and faculty with the	a. Encourage students/faculty in SIFE and		

community through student organizations.	SHRM to become active in community service projects and document activities.		
3. Encourage faculty to serve as paid consultants to local businesses on an as needed basis.	a. Document in FPRs.		
4. Investigate the possibility of conducting a community needs assessment regarding the practical knowledge that employers in our region believe that LSUS management and marketing graduates are lacking when they start their positions.	a. Document in FPRs.		
5. Investigate the possibility of educational collaboration with CyberCommand.	a. Document in FPRs.		

GOAL VIII: Improve relations with external stakeholders – (CBA Goal 6)

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT/EVALUATION MEASURES/STRATEGIES:	ASSESSMENT/EVALUATION RESULTS(PROGRESS REPORT) MAY 2008	IMPROVEMENT PLAN/ CHANGES MADE:
1. Monitor and update departmental web pages and brochures.	a. Review web pages once each semester.		
2. Connect the departmental faculty with CBA BAB, relevant professional groups, and businesses in our region (e.g., faculty as guest speakers for organizations); encourage greater participation by faculty.	a. Forward speaking engagement and consulting requests to departmental faculty. b. Track external service to community on FPRs.		
3. Prepare and present list of departmental accomplishments to Dean and Provost.	a. Document in FPR/local publications.		
4. Continue to pass along media interview opportunities to dept. faculty.	a. Document in FPR/local publications.		
5. Interact with CBA alumni and support College's efforts to develop database.	a. Cooperate with LSUS alumni office, as requested. b. Invite alumni to serve as guest speakers. c. Send congratulatory notes to alumni when possible. d. Ask faculty to share names and email addresses of known graduates		