

LOUISIANA STATE UNIVERSITY IN SHREVEPORT
Academic Annual Assessment Plan

ASSESSMENT YEAR: 2004-2005

SUBMITTED BY: College of Business Administration (not addressed by departments or MBA program)

PARTICIPATION: Administrative Leadership Committee

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

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Increase the retention rate of CBA undergraduates.	<ol style="list-style-type: none"> 1. Maintain BB schedule of course offerings. 2. Have 100% of full-time faculty and 90% of adjuncts making significant use of BB. 3. Continue to encourage participation in CBA clubs and organizations. 4. Continue to direct NPREF students into a major. 5. Have 4 faculty participate in SOAR advising. 6. Continue faculty training in advising majors. 		
Increase the retention rate of MBA students.	<ol style="list-style-type: none"> 1. Support MBA Association and provide outside speakers and other activities. 2. Continue with a full-time MBA Manager. 3. Maintain BB schedule of MBA offerings. 		
Increase the number of new MBA students.	<ol style="list-style-type: none"> 1. Continue with full-time MBA Manager. 2. Increase promotion efforts in the business and educational communities. 		
Ensure students will receive real-world experiences.	<ol style="list-style-type: none"> 1. Increase number of internship and U200 students over 2002-2003. Transfer U200 duties from student worker to permanent person. 		

GOAL II: Strengthen the quality of CBA programs through curriculum assessment, obtaining external funding and student recruitment (CBA Goal 2).

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Review and enhance undergraduate curriculum.	<ol style="list-style-type: none"> 1. Continue to review and assess undergrad curricula and make revisions as needed. 2. Receive annual report from C&S Comm. 3. See departmental assessment reports.* 		
CBA will receive resources to support current programs and scholarships.	<ol style="list-style-type: none"> 1. Conduct alumni fundraising drive. 2. Seek grants to fund programs/projects. 		
CBA will receive resources to support faculty and staff.	<ol style="list-style-type: none"> 1. Obtain permanent funding to provide up-to-date computer equipment. 2. Continue to seek BOV funding for faculty summer research. 		

GOAL III: Strengthen the quality of CBA programs through student learning assessment (CBA Goal 3).

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Review and enhance student learning assessment to ensure graduates will demonstrate competency in general business subject matter and possess knowledge and skills to succeed in their careers.	1. Continue to administer Internship Supervisor evaluation Q12. 90% or > agree. 2. Continue to administer Graduate Exit Survey "Prepared" question. 90% or > agree.		
Have faculty from each discipline participate in the evaluation of group presentations in MADM 480 and 760.	Encourage each faculty member to participate at least once per year in evaluating presentations in MADM 480 and 760. List participating faculty and record their evaluations.		
Have members of the business community participate in the evaluation of group presentations in MADM 480 and 760.	Encourage each BOV member to participate at least once per year in evaluating presentations in MADM 480 and 760. List community participants and record their evaluations.		
Develop measure to assess how well prepared students are in business policy and strategy and in the ability to integrate skills in decision-making.	Work with Ken Masters to develop measure. Have measure ready to implement.		
Develop measure to assess how effectively CBA graduates will be able to work as part of a team.	Work with Ken Masters to develop measure. Have measure ready to implement.		

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

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Provide a supportive environment for all full- and part-time faculty.	<ol style="list-style-type: none"> 1. Enhance mentoring program for adjuncts. 2. Expand communication between administration and faculty via newsletters, email, BB and the web. 3. Provide support for faculty development. 4. Revise and distribute CBA Faculty Handbook. 5. Fund two graduate assistants to support graduate faculty research. 6. Continue to provide resources to integrate current technologies into the classroom. 		
Increase level of faculty research contributions.	<ol style="list-style-type: none"> 1. Fill any vacant positions with qualified faculty. 2. Provide support for faculty research. 3. Review faculty research expectations. 		
Improve level of faculty teaching performance.	<ol style="list-style-type: none"> 1. Provide training for online instruction for appropriate faculty. 2. Hire qualified adjunct instructors with effective teaching and technological skills. 3. Increase training and support for adjuncts. 4. Continue to assess teaching performance with Chair evaluations; provide feedback to faculty. 5. Review faculty teaching expectations;. 		
Increase level of faculty external service.	Continue to obtain balance in faculty service activities.		
Meet AACSB criteria for academically and professionally qualified faculty.	Maintain 90 percent academically or professionally qualified FTE faculty.		

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

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Continue effective CBA outreach programs.	Receive assessment reports from CBER, SBDC, LCIFS and Bible FPR real estate activities.		
Involve faculty with CBA outreach programs.	Encourage faculty involvement with CBER, SBDC, Export Assistance Center and LCIFS.		
Involve students with the community through student organizations.	Students in SHRM, Rotaract, AMA and SFA will be active in community service projects. List activities.		

GOAL VI: Improve relations with external stakeholders (CBA Goal 6).

OBJECTIVES WITH INTENDED OUTCOMES:	ASSESSMENT MEANS/ MEASURES/STRATEGIES:	ASSESSMENT RESULTS (END-OF-YEAR PROGRESS):	EVALUATION/IMPROVEMENT (ACTION) PLAN/CHANGES MADE:
Increase level of activity with the business community.	<ol style="list-style-type: none"> 1. Meet with BOV quarterly. 2. Encourage faculty to be more involved downtown. 		
Increase CBA presence in business community and region.	<ol style="list-style-type: none"> 1. Market CBA in print and on websites. 2. Provide annual report to stakeholders. 		