

**USF SARASOTA-MANATEE  
ASSESSMENT-PLANNING RECORD  
2008-09**

<b>UNIT:</b>	College of Business					
<b>GOAL OUTCOMES</b>	<b>STRATEGIC LINK USF SM</b>	<b>Means of Assessing the Outcome</b>	<b>Assessment Data</b>	<b>Plan Resulting from Analysis of Assessment</b>	<b>Administrative Response to the Plan</b>	<b>Executive Response to the Plan</b>
Maintain AACSB Accreditation Standard	#7	Develop AACSB Data and Maintenance Report	<p><u>For Fall 08:</u> AQ = 100%; must be &gt; 90% PQ = 76%; must be &gt; 50% Participating/Supporting Ratio = 52%; must be &gt; 60%</p> <p><u>For Spring 09:</u> AQ = 100%; must be &gt; 90% PQ = 73%; must be &gt; 50% Participating/Supporting Ratio = 43%; must be &gt; 60%</p> <p>(*Full Time Visiting Profs are not considered to be participating)</p>	The addition of 1 tenured faculty and 3 tenure-earning faculty members should bring the COB into compliance with AACSB standards for 2009/2010.	Fine improvement on this goal. Please continue plans to improve participating/supporting ratios.	Making good progress on this goal and it would appear from the talent pool for the next year, that COB will be adding other tenured faculty members.
Develop a COB Advisory Board	#7	AACSB Maintenance Report	Have met most of the potential candidates for the Board. Suggested we wait until USF Sarasota-Manatee devolution begins.	Recruit Board in Spring of 2010.	OK to recruit in Spring 2010.	Excellent idea.
Develop and implement Sarasota-Manatee COB tenure and promotion guidelines	#7	AACSB Maintenance Report; COB Faculty Vote; USF SM Admin Approval	First draft completed and circulated to COB faculty. Further development and discussion on hold until campus guidelines are in place.	Finalize COB tenure guidelines/expectations in Summer/Fall 2009.	Good timeline.	These timelines seem appropriate.

Fill six (6) Visiting Faculty Positions with permanent appointments in the areas of Finance (1), Marketing (1), Management (2), ISDS (2)	#7 #1 #3	AACSB Maintenance Report;  Faculty Contracts Issued	Filled 2 positions in ISDS, 1 position in Mgmt and 1 position in Finance. 2 failed searches, 1 in Mgmt and 1 in Mktg.	Plan to search for permanent faculty in Marketing, Management, Finance and Accounting. No new faculty positions. All will be replacement.	Good results in 08-09 and expectations are high for 09-10. Good work in keeping within budgeted allocation for faculty salaries in COB.	This seems like a very appropriate outcome.
Initiate a COB strategic planning process consistent with AACSB requirements and with input from the COB Advisory Board	#7 #1 #3	AACSB Maintenance Report; Faculty Participation; COB Advisory Board Participation	Process initiated with this initial report. Will further develop the planning process once the 4 new faculty members begin in Fall 09.	Continue process of combining SACS assessment with AACSB maintenance report.	Efficient to work on both SACS and AACSB in parallel as you are.	It seems to be cost-effective on time to combine the SACS work while working on AACSB as well.
Develop a "Small Business Entrepreneurial" thrust in the Management undergraduate program w/coordinated planning from MCC/USF Small Business Program and newly started Sarasota Chamber Small Business Program at MCC Lakewood Ranch	#1 #3	Delivery of Courses in 2008/2009	In Fall 08 MAN 4802 – Entrepreneurship & Small Business Mgmt and MAN 4804 – Small Business Counseling. Business plans developed in 4804 were judged by 3 members of SCORE	Will offer Man 4802 and 4804 during 2009/2010. Work with SCORE/SBDC to obtain small business local clients for MAN 4804.	Look for these outcomes to continue to grow since COB will have permanent, full-time faculty in Management.	I am pleased to see that these opportunities are presenting themselves.
Develop and implement an Accounting Track in the Professional MBA Program	#1 #3	AACSB Maintenance Report	Will be available to Cohort VIII beginning in Spring 2010.	Develop new brochure for MBA Program that emphasizes changes.	Also suggest updating COB and Recruiting websites with new program changes, if not done already.	I concur that if the website has not been updated, this would be an ideal time to do so. Also include listing of

						newly hired faculty along with vitae.
Reduce the length of time required to complete the Professional MBA Program through creative course scheduling and modular course offerings	#7 #3 #2	Calendar for Cohort VII	Beginning with Cohort VIII in Spring 2010 the program has been reduced by 1 semester.	New marketing plan developed.  Develop new MBA tracks.	Important for sustainability of MBA program.	This seems very appropriate.
Increase the visibility of the COB in the local community through participation in EDC meetings, Chamber meetings and consultations with community leaders	#3	Log kept of meeting/event s participated in during 2008/09	In 2008-09 the COB visited 20+ firms and individuals. Represented the campus and college at 19 community-based functions. The COB co-hosted a forum on sustainability which was presented in four lectures to over 150 local people.  Developed a "leave behind" brochure (see enclosure). Have mailed and left behind the first 1,000 printed.	Continue to increase campus/COB visibility in the community.	Visibility in the community is increasing due to these efforts.	It would appear that the visibility in the community is increasing and that is very positive.
Work with Campus Development staff to develop a faculty development fund for the COB	#5	Log kept of contacts with Development Staff	COB received a \$5,000.00 Gift to support business programs in Spring 09.		Important to lay groundwork for fundraising for faculty salaries, too, with these efforts.	I would like to see COB and development present a plan for raising private/business money to support addition new faculty hires.
Develop an Accounting Program Advisory Board	#1 #3 #4 #7	AACSB Maintenance Report for 2008/09	Organizational meeting held on 4/24/09. 20 members of the Accounting profession agreed to serve and committed to dues of \$300.00 annually.	Work with the Board to review accounting and business law program content.	Please clarify purpose and use of dues.	Pleased that this advisory board has been implemented.

Other			5 on-line undergraduate courses are presently developed.  Initiated videoconference courses to Venice in COB.	Develop "blended" courses to replace videoconference courses to Venice.  Initiate the faculty review of undergraduate curriculum.	Work of COB dean and faculty in developing the first on-line courses here is to be commended.	I concur that blended courses are a good direction.
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