

Annual Report 2006 - 2007

Part 1

Section A

Unit Information

Unit:

College of Business

Mission Statement:

The Florida Gulf Coast University Lutgert College of Business is dedicated to providing technologically progressive educational programs and services designed to enhance the skills and competencies of university students and working professionals in the five-county region of Southwest Florida. We achieve this through a variety of flexible partnerships, programs, and scholarship within a “second-circle” international partnership model that bridges the university and the domestic and international community in a technologically advanced and rapidly changing global economy.

The U.A. Whitaker School of Engineering at Florida Gulf Coast University will be internationally recognized for excellence in interdisciplinary engineering education. The mission of the School of Engineering is to graduate engineers and community leaders in selected engineering disciplines with superior technical competence and business skills to meet the engineering challenges of Southwest Florida and beyond. This is accomplished in an entrepreneurial and innovative educational environment that values diversity, service, integrity, leadership, and collaborations.

Section B

Unit Goals within Last Year's (2005-2006) Report

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Goal 1 - High Quality Education

Unit Goal

Goal for 2006-2007

Continue systematic program review using various assessment tools.

Perform program review for the MS in Computer Information Systems

What actions have you taken to achieve this goal?

The ETS Major Field Test (MFT) in Business was administered as part of the capstone course GEB 4890 Business Strategy. Approximately 230 graduating seniors completed the test during summer, fall, and spring.

Due to the increasing number of graduating seniors and the limited availability of larger computer classrooms, the ETS MFT in Business online project was postponed. The college will continue to research the advantages of administering the ETS MFT in Business online versus on campus for possible administration by 2008/2009 when additional computer classrooms will become available.

The department chairs focused on a review with the faculty of the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program to insure consistency in the program's overall assessment plan.

The CIS Department completed a program review of the MS in Computer Information Systems as requested by the Graduate Programs Committee. The final report was submitted to the Graduate Programs Committee at the end of spring 2007.

What measures have you taken towards assessment of this goal?

The scores of the ETS MFT in Business were received and compared with the scores from 513 institutions administering the test nationwide. An analysis of the data from the current year and the previous three years was forwarded to the department chairs and college Undergraduate Curriculum Committee.

Based on the review with the faculty, the department chairs updated the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program.

The Graduate Programs Committee received the final report for the MS in Computer Information Systems program review and plans to discuss in early fall 2007.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

An analysis of the student achievement on the ETS MFT in Business continues to meet or exceed national benchmark and COB standards overall and in seven of the eight core areas of business. However, the students were one point below the national mean in the area of international issues.

The Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program have been updated and will be placed on the college website during summer 2007.

The final report for the MS in Computer Information Systems program review was submitted to the college Graduate Programs Committee. The committee will discuss and provide feedback to the department in fall 2007.

Describe how the results of assessments have been used to improve student learning or your department's activities.

Results from the ETS MFT in Business were shared with the department chairs and Undergraduate Curriculum Committee. This information will be used to guide possible revisions to the curriculum for 2008/2009.

In the fall 2007 semester, the college will focus on reviewing the learning goals outlined in the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program to insure compliance with AACSB Assurance of Learning standards.

The results from the MS in Computer Information Systems program review will be used to improve the program.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Goal 2 - The Student Community

Unit Goal

Goal for 2006-2007

Increase COB graduate enrollment (head count) by 10%

Continue to maintain COB student enrollment (headcount and SCH) at 25% of the overall university headcount and 20% of SCH production

What actions have you taken to achieve this goal?

The COB continues to develop a strategy for the marketing and branding of the college. A professional advertising agency was hired, and a marketing professor tasked to develop a new folder for use as a handout and information item. Faculty, staff, and the dean's advisory council were all queried through a survey instrument to determine what attributes and characteristics best describe the college. The results were used to design and print a new brochure that will be used as a marketing tool in the coming years.

The COB participated in Eagle Expo for prospective undergraduates both fall and spring semesters, and in the Graduate Student forums held on campus to meet with and attract new student's primarily from the five-county area.

The decision was made not to develop the MBA with engineering concentration at this time due to insufficient demand and lack of available faculty resources.

What measures have you taken towards assessment of this goal?

Analysis of the number of students enrolled in various courses each semester and calculate average class size and FTE.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

The COB continued growth in the undergraduate student population by maintaining approximately 25% of the overall university headcount and 17% of credit hour production.

Enrollment in the COB graduate programs remained constant despite the decision to postpone admission of an Executive MBA class until fall 2007.

Average class sizes were calculated at 33 for undergraduate and 18 graduate. These numbers remain above the university averages of 30 for undergraduate and 14 graduate.

Describe how the results of assessments have been used to improve student learning or your department's activities.

Increased growth in both undergraduate and graduate enrollments will contribute to the depth and breadth of the COB student population. This should enhance student to student learning, and improve both class discussions and outside student projects and assignments performed within peer groups.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Unit Goal

Goal for 2006-2007

Goal 4 - A Talented and Dedicated Faculty and Staff

Reorganize the college leadership structure to allow for four distinct departments.

What actions have you taken to achieve this goal?

The COB was reorganized into four distinct departments: accounting and finance; marketing and economics; computer information systems, decision science and computer science; and management. New department heads were appointed for the accounting and finance and marketing and economics departments.

New faculty have been hired, to begin in August 2007, in the following areas: new assistant professor of finance, new associate professor of accounting taxation, new associate professor of management.

The search process to hire an eminent scholar in operations management is ongoing.

A visiting professor of accounting was hired for the 2007-2008 academic year.

Faculty were supported through travel expenses to major conferences to present their research, through support for discipline-based academic associations, and through funding for the support and submission of scholarship for publication.

What measures have you taken towards assessment of this goal?

Associate Dean for Assessment and Enrollment Management reports better organization of course scheduling and better communications within new department structure.

Associate Dean reports improved faculty evaluation and promotion and renewal process with new department structure.

Success of new faculty search processes measured by completion of qualified new hires.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

New college department reorganization completed.

Faculty recruiting has resulted in successful hires for two new lines, successful replacement for one existing line. One new line was filled with a visiting professor for the coming year, and the eminent scholar search is in progress.

Describe how the results of assessments have been used to improve student learning or your department's activities.

Better efficiency in course scheduling, faculty evaluation, and program development within the new department structure was evident throughout the year.

Depth of applicant pools and number of interviews during new faculty hiring processes.
Credentials of new hires evidence of quality outcome in hiring process.

The number and quality of faculty published research, participation on editorial review boards, and presentations at national and international conferences.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Goal for 2006-2007

Goal 5 - State of the Art Infrastructure

The COB will continue the process for building a state-of-the-art building to house the College of Business.

The SOE will continue the process for building a state-of-the-art building to house the School of Engineering.

What actions have you taken to achieve this goal?

Lutgert Hall Building Design committee formed with representation from each of four college departments, staff, and advisement.

Architects hired to produce preliminary building designs.

Construction management firm hired to plan construction flow charts to guide building completion schedule.

What measures have you taken towards assessment of this goal?

Timeliness and responsiveness to Design Committee suggestions of architects.

Preliminary interactions and review of construction plans for construction managers.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

Significant progress accomplished during 2006-2007. Preliminary building design completed in Spring, and groundbreaking for construction anticipated in Summer.

At this time anticipated completion of building is August 2008.

Describe how the results of assessments have been used to improve student learning or your department's activities.

Lutgert Hall will be the home of the Lutgert College of Business, consolidating all COB programs, faculty and staff in one central location that will be the hub of business education in Southwest Florida. Students will be able to access classrooms, labs, faculty, and advisors in one central location.

It is anticipated that faculty and staff morale will improve, and intellectual climate enhanced by all stakeholders coming together in daily interaction designed to provide high quality business education.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Goal for 2006-2007

Goal 7 - Community Leadership

COB faculty will be engaged in both the local and international business communities through service opportunities and CLI initiatives.

What actions have you taken to achieve this goal?

Faculty continue to be encouraged to serve the local business community and participate in "Second Circle" initiatives internationally.

The Small Business Development Center (SBDC) continues to expand its range of activities and interaction with the business community.

The Center for Leadership and Innovation (CLI) continues to expand the availability of professional development outreach activities for the SW Florida business community.

The COB continues to be active in the national accrediting organization.

What measures have you taken towards assessment of this goal?

The service component of the annual PDP process provides goal assessment of community leadership both locally and internationally.

The COB scope and volume of outreach activities is evidenced by the many programs and outreach efforts provided by the SBDC and CLI.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

A new Executive MBA class is being recruited to begin fall 2007.

The SBDC continues to be recognized for its outstanding programs designed to recruit and develop successful small business organizations.

An exchange group of EMBA students from Wurzburg University in Germany will again be visiting summer 2007 to study here at FGCU.

The Regional Economic Research Institute has undertaken numerous projects and survey studies on behalf of SW Florida Economic Development Councils.

Student exchange programs continue with universities in Sweden, France and Germany. In fall 2006, COB welcomed the first exchange students from Yantai University, China.

New international program agreements are being explored currently to enhance our Second Circle network.

The Chinese Institute continues to offer programs locally and work with Chinese universities and businesses to develop reciprocity agreements for faculty and students, as well as to foster business to business interaction.

College leadership participated in numerous national conferences hosted by AACSB International that focus on new trends, challenges, and opportunities in modern business higher education.

Describe how the results of assessments have been used to improve student learning or your department's activities.

Businesses continue to contact the college to arrange for student internships and new position hiring of COB graduates.

As the international reputation of the College grows, more opportunities for international travel and cross-cultural exposure for faculty and students are developed.

New regional business relationships are being created through the activities of the Small Business Development Center and the Regional Economic Research Institute.

College leadership is now participating in the design and development of accreditation development conferences and in the accreditation review process for new candidate schools of business.

What program or service specific assessment occurred in the current academic year?

The CIS Department completed a program review of the MS in Computer Information Systems as requested by the Graduate Programs Committee. The final report was submitted to the Graduate Programs Committee at the end of spring 2007.

The Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program were updated to insure consistency in the program's overall assessment plan.

How were the results of the assessment used to improve programs or services?

The final report for the MS in Computer Information Systems program review was submitted to the college Graduate Programs Committee. The committee will discuss and provide feedback to the department in fall 2007.

The Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program will be placed on the college website during summer 2007.

Section D

Unit Contribution or President's Performance Measures

Please review the [President's Performance Measures for 2006-2007](#). Did your unit contribute to any specific performance goals for the President? (If so, please indicate whether the measure set was attained and to what degree.)

Part 2

Section A

Unit Goals for Coming Year (2007-2008)

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal 1 - High Quality Education

Unit Goal

Goal for 2007-2008

Continue a systematic program review using various assessment tools.

What action(s) will you undertake to achieve the goal?

Review and update the college learning goals to insure alignment with AACSB standards.

By what means will you assess goal achievement?

How will you know if you have successfully attained each goal?

How will the results of the above assessments be used to improve student learning or services?

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal 2 - The Student Community

Unit Goal

Goal for 2007-2008

What action(s) will you undertake to achieve the goal?

By what means will you assess goal achievement?

How will you know if you have successfully attained each goal?

How will the results of the above assessments be used to improve student learning or services?

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Unit Goal

Goal for 2007-2008

Goal 4 - Talented and Dedicated Staff

Hire new faculty and staff to meet enrollment growth demand

What action(s) will you undertake to achieve the goal?

We will request new faculty lines to fill in the coming year in sports management, management, economics, accounting, business law and computer science. We will also conduct a national search to fill an existing faculty line that will be staffed with a visiting professor in 2007-2008.

We will request new staff positions for a technology coordinator, an academic advisor, an external marketing coordinator, a CGS1100 lab coordinator, an administrative assistant, and a one-half position for an executive secretary.

By what means will you assess goal achievement?

The initial achievement will be obtaining permission to hire from academic affairs for the respective positions. The second goal achievement will be attracting a deep and talented pool of qualified candidates for each position.

How will you know if you have successfully attained each goal?

Filling these new faculty and staff positions with talented, qualified personnel of high ability to contribute to the college's mission and programs will be the measure of goal success.

How will the results of the above assessments be used to improve student learning or services?

Better classroom instruction, more course section offerings, new curriculum development, growth and expansion of the college programs and visibility, more efficient existing program delivery, more efficient student advisement processes, and better staff support within the college.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal 5 - State of the Art Infrastructure

Unit Goal

Goal for 2007-2008

Complete design and construction of Lutgert Hall, new COB building.

What action(s) will you undertake to achieve the goal?

Final design plans and construction groundbreaking to be completed by fall 2007.
Interior design and furnishings to be completed by spring 2008.

Design and implement a fund raising campaign designed to provide private support for the building.

By what means will you assess goal achievement?

Adherence to construction management firm's timeline will be the measure of success in obtaining the goal of building completion by fall 2008.

Success in meeting fundraising goals.

How will you know if you have successfully attained each goal?

If faculty and staff can occupy the building, and students have classes scheduled and taught in the building, for fall 2008.

If the building can be furnished and funds raised for future growth and development of college.

How will the results of the above assessments be used to improve student learning or services?

A state of the art facility that will house the faculty, staff, and programs of the college. An outstanding learning environment for contemporary business education. New classrooms coming online to relieve enrollment growth stress.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Goal 7 - Community Leadership

COB faculty will be engaged in both local and international business communities through service opportunities and CLI initiatives.

Unit Goal

Goal for 2007-2008

What action(s) will you undertake to achieve the goal?

The Center for Leadership and Innovation will continue to expand the availability of professional development outreach activities for the Southwest Florida business community.

Individual faculty and staff will be encouraged to be active participants in community service and professional organizations.

the Lutgert College of Business will continue to be active in the national accrediting organization AACSB International.

By what means will you assess goal achievement?

The service component of the Professional Development Plan will serve as the assessment tool to determine the scope and success of faculty involvement in community organizations.

The CLI and SBDC outreach activities will be monitored for their effectiveness in offering programs that engage and connect with various outside constituencies.

How will you know if you have successfully attained each goal?

Service organization participation, rosters of attendees for community programs and services, participation and leadership activities in AACSB conferences.

How will the results of the above assessments be used to improve student learning or services?

Better student job placements, more community interaction and contribution to educational programs, higher community visibility of college, more national and international recognition of FGCU through visibility and service in AACSB International.

What additional resources have you requested and received a commitment for during 2007-2008 from your area VP or the President that is based on your analysis of assessment data for 2006-2007?

The COB received a commitment for the following additional resources for 2007/2008:

1. One faculty position in Finance
2. One faculty position in Management
3. One faculty position in Accounting

Section C

Assessment Plans

What assessments are you planning to conduct during 2007-2008?

Review the learning goals outlined in the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program to insure compliance with AACSB Assurance of Learning standards.

Review the Integrated Program Matrix (IPM) for the Master of Business Administration Program

Continue the ETS Major Field Test (MFT) in Business for graduating seniors.

Section D

Coming Year - Strategic Plan Contributions

Goal 1 - 2.1, 2.3b, 3.1, 3.4

Goal 4 - 1.1a, 1.1b

Goal 5 - 1.1a, 3.1, 3.2b

Goal 7 - 1.1, 1.2a, 3.1, 3.7, 3.9