

Annual Report 2007 - 2008

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 (2006-2007) Report

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 actions have you taken to achieve this goal?

The ETS Major Field Test (MFT) in Business continues to be administered as part of the capstone course GEB 4890 Business Strategy. Approximately 270 graduating seniors completed the test during summer, fall, and spring semesters.

The college continues 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 in Lutgert Hall.

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

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 reviewed and discussed by the Graduate Programs Committee in fall 2007.

The Graduate Programs Committee initiated a program review of the Master of Business Administration (MBA) degree. Final report will be completed by the MBA Coordinator no later than spring 2009.

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 approximately 445 institutions administering the test nationwide. An analysis of the data from the current and past years was forwarded to the department chairs and college Undergraduate Curriculum Committee for review.

Based on the review with the faculty, the department chairs updated the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program. Specific learning goals were identified for each course and added to the course syllabus.

As part of the MS in Computer Information Systems program review, the CIS Department analyzed various sister programs and model curricula published by professional organizations. In addition, they conducted surveys with the IS Advisory Council, current students and alumni, and potential employers. This information was then used by the CIS faculty to develop a proposal for curriculum changes and course revisions.

At the November 9, 2007 Lutgert College of Business Advisory Council meeting, members were asked for their input and thoughts regarding the knowledge and skills critical for an MBA graduate. This information will be included in the MBA program review.

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 the national mean in all nine core areas of business. However, in the area of international issues the score remains slightly below the COB's required 50th percentile standard. The college Undergraduate Curriculum Committee will continue to monitor this concern.

The Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program are updated annually and then placed on the college website during the summer semester.

At the September, 2007 meeting, the Graduate Programs Committee unanimously accepted the final report for the MS in Computer Information Systems program review. Also, the proposed curriculum changes and course revisions to the program were discussed and given approval to become effective 2008/2009.

The MBA Coordinator will continue the MBA program review by conducting various surveys of current students, alumni, and potential employers. This data will be available for review during fall 2008.

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

Information from the ETS MFT in Business is shared with the department chairs and Undergraduate Curriculum Committee to guide future revisions and updates to the curriculum and academic policies.

As the college moves closer to reaccreditation, the learning goals outlined in the Integrated Program Matrix (IPM) and Academic Learning Compacts (ALC) for each program continue to be reviewed and updated to insure compliance with AACSB Assurance of Learning standards.

As part of the MS in Computer Information Systems program review, the CIS faculty revised and updated the degree program curriculum to ensure its efficiency and effectiveness in achieving degree program goals and learning outcomes. These curriculum changes and course revisions were also applicable to the MBA Information Systems concentration. All changes become effective 2008/2009.

The results from the MBA program review will be used to update the program to meet the needs of students and employers.

Strategic Plan Goal

Unit Goal

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

Goal for 2007-2008

Goal 2 - The Student Community

What actions have you taken to achieve this goal?

What measures have you taken towards assessment of this goal?

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

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

Strategic Plan Goal

Unit Goal

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

Goal for 2007-2008

Goal 4 - Talented and Dedicated Staff

Hire new faculty and staff to meet enrollment growth demand

What actions have you taken to achieve this goal?

During the 2007-2008 academic year, a total of three national searches for faculty were conducted; two for positions in strategic management and one in economics. In each case, faculty search committees were formed, national advertising and attendance at national conferences took place, and campus visit's for prospective candidates were completed.

The student advisement area of the college created a new student advisor position, and a search was conducted to fill this new position, the need for which was created by increased student enrollment.

What measures have you taken towards assessment of this goal?

Assessment for this goal is measured by the successful hiring outcome of the searches.

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

One strategy search resulted in the hiring of a full professor, and the economics search resulted in the hiring of an assistant professor. In both cases, the number one candidate identified by the respective search committees was hired. For the second strategy position, an offer was extended and accepted by a desired candidate, but unfortunately the candidate subsequently withdrew for personal reasons. A visiting instructor was identified and hired to cover the course sections for the 2008-2009 year, during which a new national search is planned to secure a permanent hire.

In addition, the secretarial support position for the student advisement services was vacated (voluntarily) during the year, and a search for replacement conducted. A successful hire was made for this position.

For the new advisor position, a successful hire was made from within the university with an individual who had previous experience with freshman advisement.

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

The two successful searches resulted in outstanding additions to our faculty. The strategic management professor holds a doctorate from Cambridge University in England and has taught world-wide in leading business schools. The economics professor holds a doctorate from the University of West Virginia and is developing an important area of expertise in free enterprise and private property rights.

Each of these faculty members add depth and breadth to the existing expertise that our returning faculty contribute in their respective fields.

The student advisement function of the college was significantly strengthened by the addition of an experienced new advisor and a skilled secretarial support staff member devoted to this area. These additions resulted in greater efficiency and accessibility of the advisement functions for LCOB students.

Strategic Plan Goal

Unit Goal

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

Goal for 2007-2008

Goal 5 - State of the Art Infrastructure

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

What actions have you taken to achieve this goal?

The design of the building was completed and construction was undertaken to complete the building in time for occupancy in fall semester 2008.

What measures have you taken towards assessment of this goal?

The project architect and construction manager have worked with college leadership to insure that all aspects of the design and construction of the building be addressed.

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

The building is now in the final stages of construction, with completion scheduled in time for occupancy for fall 2008. Actual occupancy should take place in August. The project has progressed on schedule and within the assigned budget during the course of the year.

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

Lutgert Hall will be an outstanding learning environment for state of the art management education. All aspects of the college will come together in a single facility for the first time in it's history to create a culture that will enhance professional collaboration among faculty and staff while offering a dynamic learning environment for students.

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 7 - Community Leadership

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

What actions have you taken to achieve this goal?

The LCOB continues to develop existing and new partnerships with international institutions, while sponsoring and promoting programs that enhance the regional economy through the Center for Leadership and Innovation. Particularly noteworthy are the continued activities that the college sponsors through the Small Business Development Center and the Regional Economic Research Institute.

What measures have you taken towards assessment of this goal?

Individual faculty are required to participate in service activities within the college, within the university, and within the regional business community. These activities are assessed within the Annual Report of Faculty Activity that all faculty complete at the conclusion of the academic year. SBDC and RERI activities solicit feedback on their programs, seminars and publications as to user satisfaction.

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

The Regional Economic Research Institute completed contracted studies for various regional economic development councils, as well as for state-wide organizations.

The SBDC offered seminars and counseling services throughout the year to small businesses in Lee, Collier, Charlotte and Hendry counties.

Faculty served in organizations within the community search as Junior Achievement, Moorings Park Retirement Community, the Uncommon Friends foundation, the Society for Risk Management, the CFA Society of Naples, and other not-for-profit and business trade organizations throughout the region.

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

These efforts extend the influence and contributions of the LCOB outwards to community partnerships, regional economic development, and support for economic diversification, new business development, and job creation. Faculty and staff make important contributions to the quality of life and the economic development and growth of Southwest Florida.

Section C

Program or Service Specific Assessments

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

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.

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

Section D

Unit Contribution or President's Performance Measures

Please review the [President's Performance Measures for 2007-2008](#). 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.)

Goal IV: Hiring and Promotion of Women and Minorities. The LCOB promoted three female faculty members from Instructor I to Instructor II status during 2007-2008, Professors Sweeney, Conrecode and Andert. The college also hired a female economist who will join our faculty in fall 2009. This was a particularly successful hire, as females are significantly underrepresented in the labor pool of academic economists.

The college also hired a new advisor that is both female and an ethnic minority.

Goal V: Buildings and Infrastructure. The LCOB oversaw the design and construction of Lutgert Hall, the new home of the college, during 2007-2008.

Goal VII: Community Leadership. The College undertook a fundraising initiative to create a permanent endowment fund by soliciting naming sponsorships for rooms in Lutgert Hall.

Part 2

Section A

Unit Goals for Coming Year (2008-2009)

Strategic Plan Goal

Unit Goal

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

Goal for 2008-2009

Goal I: High Quality Education

Continue to develop new and existing academic degree programs offered by the college.

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

The LCOB will continue work towards developing new degree programs in Economics and Advertising Management. Existing programs will be analyzed and assessed.

By what means will you assess goal achievement?

Assessment methods for existing programs will include setting and measuring specific learning objectives and outcomes for individual courses, and the ETS exit exam will be administered to graduates.

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

Benchmarking against other, similar degree programs offered by other AACSB International accredited universities for existing programs, and against ETS performance nationwide.

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

The college will strive to provide relevant, effective management education that will provide students with the tools and perspectives necessary for achieving success in the 21st century global work environment.

Strategic Plan Goal

Unit Goal

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

Goal for 2008-2009

Goal IV: Talented and Dedicated Faculty and Staff

Provide a climate that encourages research and collaboration among existing faculty and staff, while recruiting outstanding new personnel for open positions.

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

The LCOB anticipates the following hiring activities in 2008-2009; national search for professor of strategic management, national search for professor of accountancy, national search for professor of marketing, secretarial staff position search.

By what means will you assess goal achievement?

Faculty search committees will be formed and charged with conducting the three faculty positions, pending position funding. The breadth and depth of the applicant pool, to include underrepresented minorities, will be used to assess the achievement of this goal.

A local search committee will be constituted to conduct the search for the secretarial staff position. The depth and breadth of the applicant pool will be used to assess the success of the committee's efforts.

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

Successful hires for each of the three faculty positions and the staff support position. Committees will make efforts to target underrepresented minorities who are qualified to fill the vacancies.

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

The results of successful searches will be more talent, expertise, depth, breadth and diversity in the faculty and staff of the Lutgert College of Business, creating an enhanced learning environment for high quality management education.

Section B Resources

What additional resources have you requested and received a commitment for during 2008-2009 from your area VP or the President that is based on your analysis of assessment data for 2007-2008?

Permission was granted to conduct national search for strategic management professor, permission was granted to conduct local search for secretarial support position, permission was granted to convert existing visiting professor of accounting to full-time status, resulting in high quality hire that improves underrepresented gender (female) within college.

Requested funds to mark to market salary of vacant marketing professor line to current competitive market standards has not yet been granted.

Section C

Assessment Plans

What assessments are you planning to conduct during 2008-2009?

Complete a program review of the Master of Business Administration (MBA) degree. Final report to be completed by the MBA Coordinator no later than spring 2009.

Continue to review and update 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.

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

Section D

Coming Year - Strategic Plan Contributions

Strategic Goal I: 1.1, 1.2, 1.3, 3.1, 3.4, 4.2

Strategic Goal IV: 1.1, 1.5, 2.1