

## **FIVE-YEAR PLAN 2004 - 2009**

**Goal I. To develop and maintain the processes and programs necessary to provide our students with a superior learning environment, consistent with the College's mission and the University's Jesuit tradition.**

**Objective 1.1:** Increase students' knowledge of business and its environment and enhance students' ethical decision-making, critical thinking, communications, interpersonal, and analytical skills.

**Action Plan 1.1.1:** By the end of Academic Year 2004-2005, faculty will adapt courses to ensure they are consistent with college wide and major-specific learning goals.

Expected Outcome:

- Students taking the ETS Field Test in Business will consistently score (in each of the eight subcategories of the Test) in the top 25 percent of all institutions nationwide administering the Test. In their own major(s), students are expected to score in the top 10 percent of all institutions nationwide administering the Test.
- Where appropriate, by the end of Academic Year 2005-2006, 95 percent of test takers will achieve a score of 70 percent or higher on specialization exams.
- Percent of students and alumni satisfied or highly satisfied with the curriculum and development of ethical decision-making, critical thinking, communications, interpersonal, and analytical skills, as expressed on student satisfaction surveys and exit interviews, will exceed 90 percent.
- Increase by 2008 the placement rate of CBA graduates in the market or in graduate school within six months of graduation to 90 percent.

Responsible Parties:

- Area Chairpersons and Faculty.

**Action Plan 1.1.2:** Each Academic Year, faculty will review their respective curricula and, as appropriate, make changes.

Expected Outcome:

- Where appropriate, introduce new programs/courses.
- By the end of Academic Year 2007-2008, enrollment of students in CBA degree programs will increase to 800.
- Percent of students and alumni satisfied or highly satisfied with the curriculum and the support services of the College, as expressed on student satisfaction surveys and exit interviews, will exceed 90 percent.

- Increase by 2008 the placement rate of CBA graduates in the market or in graduate school within six months of graduation to 90 percent.

Responsible Parties:

- Dean, Area Chairpersons, CBA Curriculum Committee, and CBA Graduate Committee.

**Objective 1.2:** Initiate program changes and new programs, consistent with the mission of the CBA, that will allow for expansion into new markets.

**Action Plan 1.2.1:** Strengthen both the undergraduate and graduate curricula in the areas of principal opportunities: business ethics, international business, and entrepreneurship.

Expected Outcome:

- Enhance the CBA's reputation in the areas of business ethics, international business, and entrepreneurship as reflected in national surveys.
- By the end of Academic Year 2007-2008, enrollment of students in CBA degree programs will increase to 800.
- Percent of students and alumni satisfied or highly satisfied with the curriculum and the support services of the College, as expressed on student satisfaction surveys and exit interviews, will exceed 90 percent.
- Increase by 2008 the placement rate of CBA graduates in the market or in graduate school within six months of graduation to 90 percent.

Responsible Parties:

- Dean, Area Chairpersons, CBA Curriculum Committee, and CBA Graduate Committee.

**Action Plan 1.2.2:** Commence offering a full-time, accelerated MBA program in June 2005.

Expected Outcome:

- By Academic Year 2007-2008, MBA enrollment will increase to 100.

Responsible Parties:

- Dean, Area Chairpersons, MBA Director, Coordinator of Graduate Programs, CBA Graduate Admissions and Policy Committee.

**Action Plan 1.2.3:** Expand executive education programs of the College on an on-going basis.

Expected Outcome:

- By the end of Academic Year 2006-2007, annual gross revenue generated by executive education programs will increase to at least \$200,000.
- By the end of Academic Year 2008-2009, annual gross revenue generated by executive education programs will increase to at least \$300,000.

Responsible Parties:

- Dean, Executive Education Committee

**Action Plan 1.2.4:** Commencing Fall 2005, establish a laptop requirement for all undergraduate and MBA students.

Expected Outcome:

- By Academic Year 2007-08, student performance as measured by computer usage learning assessment will increase 25 percent as compared with performance of benchmark year 2004-05.
- Percent of students and alumni satisfied or highly satisfied with the curriculum and the support services of the College, as expressed on student satisfaction surveys and exit interviews, will exceed 90 percent.
- Increase by 2008 the placement rate of CBA graduates in the market or in graduate school within six months of graduation to 90 percent.

Responsible Parties:

- Dean, Area Chairpersons

**Action Plan 1.2.5:** Commencing Fall 2006, establish a requirement that all undergraduate students participate in community service prior to graduation.

Expected Outcome:

- Increase students' participation, as measured on student surveys, of the University's commitment to service and to Jesuit Identity.

Responsible Parties:

- Dean, Coordinator of Graduate and External Programs, Area Chairpersons

**Action Plan 1.2.6:** Over the three-year period 2004 through 2007, establish three new student exchange programs of which at least two are with universities in Latin America.

Expected Outcome:

- One school each will be added at the end of academic year 2004-05, 2005-06, and 2006-2007.
- Increase the level of student diversity within the CBA.
- Create a positive impact on foreign students in the exchange university that could generate additional student enrollment at Loyola University.
- Increase job opportunities for students enrolled in the exchange programs.

Responsible Parties:

- Dean, Associate Dean, and IB Coordinator

**Action Plan 1.2.7:** Secure necessary endowment funding for support of the Institute for Spirituality and Ethics in Business.

Expected Outcome:

- The Institute for Spirituality and Ethics in Business will have an endowment of \$3,000,000 prior to the end of 2008.
- Increase the interaction between the CBA faculty and the business community.
- Increase opportunities for business ethics research by CBA faculty.
- Enhance the national and international reputation of the CBA.

Responsible Parties:

Dean, Senior Development Officer, and Distinguished Chair in Business Ethics

**Action Plan 1.2.8:** Secure necessary endowment funding for support of a Center for Global Competitiveness.

Expected Outcome:

- A Center for Global Competitiveness will be established prior to the end of 2007 with an endowment of \$3,000,000.
- Increase the level of diversity of the student population in the CBA.
- Increase opportunities for international research by CBA faculty.
- Enhance the national and international reputation of the CBA.

Responsible Parties:

Dean, CBA Senior Development Officer, and IB Coordinator

**Action Plan 1.2.9:** By 2009 lay the foundation for an application for funding for the establishment of a Center for International Business Education and Research (CIBER) by Academic Year 2011-12.

Expected Outcome:

- Increase the level of diversity of the student population in the CBA.
- Increase opportunities for international research by CBA faculty.
- Enhance the national and international reputation of the CBA.

Responsible Parties:

Dean, Senior Development Officer, IB Area Coordinator, and Distinguished Chair in International Business.

**Objective 1.3:** Maintain and/or achieve accreditation, where appropriate, for all CBA programs.

**Action Plan 1.3.1:** During AY 2005-06, prepare Self-Evaluation Report for AACSB Reaccreditation visit in AY 2006-07.

Expected Outcome:

- Report is submitted to AACSB.
- The CBA receives reaccreditation.

Responsible Parties:

- Dean, Associate Dean, and Area Chairpersons

**Action Plan 1.3.2:** During AY 2005-06, prepare Self-Evaluation Report for initial accounting accreditation with AACSB. Be reviewed for separate accounting accreditation in AY 2006-07.

Expected Outcome:

- Enrollment of accounting majors increases to at least 125 students by Academic Year 2009-10.
- Enhance the reputation of the accounting program with its stakeholders.
- Accounting program receives initial AACSB accreditation

Responsible Parties:

- Accounting Area Chairperson, Accounting Area Faculty

**Objective 1.4:** Ensure the College's learning facilities continually are state-of-the-art.

**Action Plan 1.4.1:** By the beginning of Fall 2004, set aside funds in an amount no less than \$7,500 per year to purchase support equipment for use in the classroom.

Expected Outcome:

- Student and faculty, as reflected by responses on periodic surveys, will express high satisfaction with CBA classrooms and the instructional support equipment used in the classroom.

Responsible Parties:

- Dean.

**Action Plan 1.4.2:** By the beginning of Fall 2006, purchase portable video conferencing equipment for use in Miller Hall.

Expected Outcome:

- Student and faculty, as reflected by responses on periodic surveys, will express high satisfaction with CBA classrooms and the instructional support equipment used in the classroom.

Responsible Parties:

- Dean.

**Action Plan 1.4.3:** Work with the staff of the Loyola University Library to ensure adequate library support is available to undergraduate and graduate students.

Expected Outcome:

- Student and faculty express a high level of satisfaction with library support, as reflected by responses on periodic surveys.

Responsible Parties:

- Dean, CBA Library Liaison.

**Action Plan 1.4.4:** Within the next seven years, have a new CBA building with state-of-the-art classrooms and meeting rooms.

Expected Outcome:

- Increase the enrollment of students in the College of Business Administration.
- Enhance the level of student satisfaction with the educational experience in the CBA.

Responsible Parties:

- Dean

**Objective 1.5:** Ensure the CBA has in place prior to the end of Academic Year 2004-05 a comprehensive assessment plan.

Expected Outcome:

- Student learning, as measured in the assessment plan, will improve each year vis-à-vis the previous year over the full five year period.
- Student and faculty satisfaction, as measured in the assessment plan, will increase each year vis-à-vis the previous year over the full five year period.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, Assessment Coordinator

**Goal II. To recruit and develop high quality students having the potential to graduate from our programs and make positive contributions to society and the business community.**

**Objective 2.1:** Increase the headcount enrollment of the undergraduate student body to 700 and the graduate student body to 100 by the end of Academic Year 2007-2008.

**Action Plan 2.1.1:** Develop and implement a comprehensive marketing plan for the CBA.

Expected Outcome:

- Marketing plan will be developed and implemented by August 2005.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, and faculty.

**Objective 2.2:** Raise the academic quality of CBA undergraduate and graduate student.

**Action Plan 2.2.1:** Work with the Office of Admissions to recruit an entering full-time undergraduate freshman class with a median composite ACT score (and SAT I equivalents) of 26, with an ACT score of 25 in mathematics and 27 in verbal.

Expected Outcome:

- By Fall 2007 the entering full-time undergraduate freshman class will have, on average, a median composite ACT score (and SAT I equivalents) of 26, with an ACT score of 25 in mathematics and 27 in verbal.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, and faculty.

**Objective 2.3:** Ensure that 85 percent of the entering CBA freshman class of 2005-06 (and subsequent classes accordingly) will persist and graduate within six years of initial matriculation.

**Action Plan 2.3.1:** Improve and enhance advising and peer mentoring processes for CBA freshmen to ensure that each new student has significant interactions with faculty and students.

Expected Outcome:

- By the end of Academic Year 2007-2008, enrollment of undergraduate students in the CBA will increase to 700.
- Percent of students satisfied or highly satisfied with advising, as expressed on student satisfaction surveys and exit interviews, will exceed 90 percent.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, and faculty.



**Action Plan 2.3.2:** Improve early warning system to identify students at risk and undertake intervention actions, as appropriate.

Expected Outcome:

- By the end of Academic Year 2007-2008, enrollment of students in the CBA will increase to 1,000.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, and faculty.

**Objective 2.4:** Place 90 percent of CBA graduates in the job market and/or graduate school within six months of graduation by 2008.

**Action Plan 2.4.1:** Develop programs that provide greater interaction with the business community.

Expected Outcome:

- Increase each year the number of executives coming to campus to interact with students.
- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

- Dean, Area Chairpersons, and Faculty.

**Action Plan 2.4.2:** Work with the University's Office of Counseling & Career Services to provide an in-house (CBA) placement service for CBA graduates by the end of the Spring 2006.

Expected Outcome:

- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

- Dean, Area Chairpersons, Coordinator of Graduate and External Programs, and Faculty.

**Action Plan 2.4.3:** Sponsor a reception for the recruiters at Fall and Spring career fairs.

Expected Outcome:

- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

- Coordinator of Graduate and External Programs.

**Action Plan 2.4.4:** Co-sponsor an annual CBA job fair with CBA student organizations and the University's Office of Counseling & Career Services. Plan events for Homecoming Weekend.

Expected Outcome:

- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

- Coordinator of Graduate and External Programs.

**Action Plan 2.4.5:** Establish by Fall 2005 and maintain a database composed of supporting individuals and businesses that would be accessible to student organizations for speakers, workshops, etc.

Expected Outcome:

- Increase each year the number of speakers coming to campus to interact with students.
- Increase the placement rate of CBA graduates in the market within six months of graduation by 2005 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

- Coordinator of Graduate and External Programs.

**Action Plan 2.4.6:** Create and maintain annually a CBA alumni directory that is cross-listed and includes alumni names, companies, positions, and city in which they live.

Expected Outcome:

- Increase the number of internship opportunities available to CBA students each year.
- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.

Responsible Parties:

- Coordinator of Graduate and External Programs.

**Action Plan 2.4.7:** Develop a Website which is linked to the CBA homepage that lists firms hiring CBA students and students seeking employment.

Expected Outcome:

- Increase the placement rate of CBA graduates in the market within six months of graduation by 2008 to 90 percent.
- Percent of CBA alumni satisfied or highly satisfied with placement services of the university, as expressed on alumni surveys, will exceed 90 percent

Responsible Parties:

Coordinator of Graduate and External Programs.

**Objective 2.5:** Commencing AY 2004-05, work closely with the Director of the University's Honors Program to identify outstanding undergraduate students and provide assistance to them to achieve national and international honors.

Expected Outcome:

- Enhance the national reputation of the CBA.

Responsible Parties:

- Dean, Associate Dean, Area Chairpersons, and faculty.

**Goal III. To recruit, develop, and support a faculty that embodies the values of the College, supports its mission and goals, and enhances the University Jesuit tradition.**

**Objective 3.1:** Fill position vacancies with outstanding faculty and communicate to both new and continuing faculty the Jesuit education tradition and the CBA mission and values.

**Action Plan 3.1.1:** As position vacancies arise, hire faculty committed to excellence in teaching, research, and service.

Expected Outcome:

- By the beginning of AY 2004-05 secure funding for visiting position in management in support of the music industry studies program.
- By the beginning of AY 2005-06 secure funding for an additional tenure-track position in finance in support of the full-time MBA program.
- By the beginning of AY 2005-06 secure funding for an additional tenure-track position in management (MIS) in support of the full-time MBA program.
- By the beginning of AY 2005-06 secure funding for a tenure-track position in Economics/Decision Sciences.
- By the beginning of AY 2006-07 secure funding for a tenure-track position in Business Communications/Marketing.
- By the beginning of AY 2007-08 hire an individual into the Ida Reynold's Distinguished Chair in International Business.
- By the beginning of AY 2007-08 secure funding for a tenure-track position in Entrepreneurship.
- By the beginning of AY 2007-08 secure funding for a tenure-track position in Business Ethics.

Responsible Parties:

- Dean, Area Chairpersons, and search committees.

**Action Plan 3.1.2:** By the beginning of Academic Year 2008-09, increase the total number of endowed professorships in the CBA to 12.

Expected Outcome:

- Increase the ranking of the CBA as reported in national publications.

Responsible Parties:

- Dean, CBA Senior Development Officer, Area Chairpersons

**Objective 3.2:** Increase by five percent student satisfaction ratings with faculty teaching and advising effectiveness consistent with Jesuit traditions by AY 2008-09.

**Action Plan 3.2.1:** Sponsor at least two major college-wide teaching development workshops per year with external speakers by AY 2004-05.

Expected Outcome:

- Percent of students satisfied or highly satisfied with teaching, as expressed on exit surveys and exit interviews, will exceed 90 percent..

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.2.2:** Initiate and maintain a monthly internal college-wide teaching development workshops series by the beginning of AY 2004-05.

Expected Outcome:

- Percent of students satisfied or highly satisfied with teaching, as expressed on exit surveys and exit interviews, will exceed 90 percent..

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.2.3:** Formalize peer mentoring process (senior faculty members with junior faculty members) within the College, such that by the beginning of AY 2004-05, 100 percent of the CBA's junior faculty members are involved in the peer mentoring process.

Expected Outcome:

- Student evaluations of instruction for junior faculty members will exceed the median for the full-time faculty in the CBA.
- Junior faculty members make satisfactory progress for tenure and promotion.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.2.4:** Commencing Spring 2005, expand the number of faculty internships with business firms. Internships will be utilized to ensure faculty members are aware of current business practices. At least one faculty member per academic year will participate in an intern program with a business firm or governmental agency. Approval of internships must be consistent with the individual's Five-Year Faculty Development plan and priorities of the College.

Expected Outcome:

- The frequency of students comments on CBA Graduating Student Exit Interviews stating that too few faculty use real world applications in classes will decrease.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.2.5:** Over the three-year period 2005 through 2008, establish faculty exchange programs with two universities of which at least one is in Latin America.

Expected Outcome:

- Raise faculty consciousness as to diversity issues.
- Provide faculty opportunities to engage in global business research.

Responsible Parties:

- Dean and IB Area Coordinator.

**Objective 3.3:** Increase the level of faculty scholarship that enhances teaching effectiveness and contributes to the knowledge base of the business and economic disciplines.

Expected Outcome:

- By the end of Academic Year 2005-06, ensure that 100 percent of the faculty are actively engaged in scholarly activity with at least 90 percent having had scholarly work published or accepted for publication in peer reviewed journals within the past five year period. Additionally, ensure that 100 percent of the full-time faculty teaching graduate courses have had three or more refereed journal articles published or accepted for publication in peer reviewed journals within the past five year period.
- Number of articles published in Tier I and Tier II journals will increase over the period 2004 through 2009.

Responsible Parties:

- Dean, Area Chairpersons, and faculty.

**Action Plan 3.3.1:** Commencing AY 2004-05 research opportunities by providing at least two faculty research sabbatical per year and at least two sections of research release time per year. Release time will be predicated upon proposals submitted by faculty members..

Expected Outcome:

- Number of articles published in Tier I and Tier II journals will increase over the period 2004 through 2009.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.3.2:** By the beginning of Academic Year 2007-08 increase the amount of funding for graduate research assistants to at least \$100,000 per year.

Expected Outcome:

- Number of articles published in Tier I and Tier II journals will increase over the period 2004 through 2009.

Responsible Parties:

- Dean and MBA Director.

**Action Plan 3.3.3:** Commencing AY 2004-05 ensure adequate funds are provided to support faculty attendance and interaction at academic associations. Funding provided will be consistent with objectives detailed in individualized five-year faculty development plans. Emphasis will be placed on providing incentives for faculty to present papers at professional meetings.

Expected Outcome:

- Ensure that there are at least 20 paper presentations at professional meetings each year, and no less than one per faculty member over a three year period by the end of AY 2007-08.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.3.4:** Ensure faculty members have access to state-of-the-art computer technology.

Expected Outcome:

- Maintain a high level of faculty satisfaction with respect to computer support.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.3.5:** Pursue external grants to continue the College's current research agenda.

Expected Outcome:

- By the end of AY 2006-07, ensure the College has external grants in support of faculty research of at least \$250,000/year.

Responsible Parties:

- Dean, Area Chairpersons and faculty.

**Action Plan 3.3.6:** Commencing AY 2005-06, provide faculty summer research grants in an amount of at least \$40,000 per year. Funding provided will be consistent with objectives detailed in individualized five-year faculty development plans.

Expected Outcome:

- Number of articles published in Tier I and Tier II journals will increase over the period 2004 through 2009.

Responsible Parties:

- Dean, Area Chairpersons and faculty.

**Objective 3.4:** Increase faculty service to external communities.

**Action Plan 3.4.1:** Through the faculty reward structure and budgeting process encourage faculty to participate in professional and academic associations.

Expected Outcome:

- Increase the participation rate per year of CBA faculty in professional and academic associations.
- The frequency of students comments on CBA Graduating Student Exit Interviews stating that too few faculty use real world applications in classes will decrease.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.4.2:** Through the faculty reward structure and budgeting process encourage faculty to interact more closely and frequently with business and community organizations.

Expected Outcome:

- Applied research conducted annually by faculty will increase at least 25 percent vis-à-vis the level conducted in AY 2003-04.
- The frequency of students comments on CBA Graduating Student Exit Interviews stating that too few faculty use real world applications in classes will decrease.

Responsible Parties:

- Dean and Area Chairpersons.



**Action Plan 3.4.3:** Through the faculty reward structure and budgeting process encourage CBA faculty to actively participate on governmental boards and committees.

Expected Outcome:

- Applied research conducted annually by faculty will increase at least 25 percent vis-à-vis the level conducted in AY 2003-04.
- The frequency of students comments on CBA Graduating Student Exit Interviews stating that too few faculty use real world applications in classes will decrease.

Responsible Parties:

- Dean and Area Chairpersons.

**Action Plan 3.4.4:** Through the budgeting process encourage greater interaction of CBA faculty with the faculty of the other Colleges.

Expected Outcome:

- The CBA will host at least one joint workshop or social event per semester with the faculty of other Colleges.

Responsible Parties:

- Dean and Area Chairpersons.

**Objective 3.5:** Seek to increase racial and/or cultural diversity of the College's faculty and staff.

**Action Plan 3.5.1:** The College will proactively recruit a racially and culturally diverse faculty.

Expected Outcome:

- The racial and cultural mix of the faculty will increase by AY 2007-08.

Responsible Parties:

- Dean, Area Chairpersons, and University's Affirmative Action Committee.

**Goal IV. To strengthen the relationships of the College with its alumni, the business community, governmental agencies, and the media.**

**Objective 4.1:** Develop programs which enhance student interaction with the business community.

**Action Plan 4.1.1:** Commencing AY 2004-05, encourage the activities of student organizations with the business community.

Expected Outcome:

- As evidenced on exit surveys and interviews of graduating students, students' understanding of contemporary of contemporary business issues is enhanced.

Responsible Parties:

- Dean, Area Chairpersons, and Student Group Leaders

**Action Plan 4.1.2:** Commencing AY 2005-06, develop a CBA Student Forum in which prominent speakers are brought to campus to interact with students.

Expected Outcome:

- As evidenced on exit surveys and interviews of graduating students, students' understanding of contemporary of contemporary business issues is enhanced.

Responsible Parties:

- Dean and Area Chairpersons

**Objective 4.2:** Develop programs that enhance faculty and administrators interaction with the business community.

**Action Plan 4.2.1:** Expand the CBA Business Partners program.

Expected Outcome:

- By the end of Academic Year 2006-07, increase the number of Business Partners to 30, and the annual giving of Business Partners to the College will increase to \$60,000 per year.

Responsible Parties:

- Dean, Coordinator of Graduate and External Programs, and CBA Senior Development Officer.

**Action Plan 4.2.2:** Sponsor a seminar series with at least four speakers annually that will be open to the general business community covering topics of current interest.

Expected Outcome:

- Sponsor four seminars per year utilizing specifically the expertise of the holders of the Wirth Chair in Economics, the Hilton/Baldrige Chair in Music Industry, the Legendre-Soule Chair in Business Ethics, and the Gaston Chair in International Business.

Responsible Parties:

- Dean and Endowed Chairs

**Action Plan 4.2.3:** Utilize the CBA Visiting Committee and discipline Advisory Boards to provide continuing input into the development of the College's program.

Expected Outcome:

- Each academic area will interact with a discipline Advisory Board at least once per year.
- The participation of Visiting Committee and discipline Advisory Board members in College related projects (program, grants proposals, seminars, and program reviews) increases.

Responsible Parties:

- Dean and Chair of the CBA Advisory Board.

**Objective 4.3:** Develop programs that provide greater interaction with CBA alumni.

**Action Plan 4.3.1:** Publish a semi-annual CBA Alumni Newsletter.

Expected Outcome:

- Increase alumni interactions with the College as evidenced by increases in the rate of annual giving and participation of alumni in the various programs of the College.

Responsible Parties:

- Dean

**Action Plan 4.3.2:** Co-sponsor a Fall Alumni Luncheon and a CBA Alumni Golf Tournament in coordination with the CBA Alumni Board, News Orleans Chapter.

Expected Outcome:

- Increase alumni interactions with the College as evidenced by increases in the rate of annual giving and participation of alumni in the various programs of the College.

Responsible Parties:

- Dean and President of CBA Alumni Board, New Orleans Chapter

**Action Plan 4.3.3:** Sponsor a Student-Faculty-Staff picnic each Fall and Spring.

Expected Outcome:

- Raise the level of satisfaction with regard to the level of out-of class interaction with the CBA faculty and staff, as expressed in senior exit interviews with students.

Responsible Parties:

- Associate Dean