DELTA STATE UNIVERSITY: ANNUAL REPORT
for the Calendar Year 2002
and Budget Report 2004

I. Unit Title: Management, Marketing, OAD & BED
   School: Business
   Unit Administrator: Cooper Johnson

II. Data and information prepared by division:

<table>
<thead>
<tr>
<th></th>
<th>1998</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit hours, undergraduate (total)</td>
<td>5010</td>
<td>7167</td>
<td>7162</td>
<td>6609</td>
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<tr>
<td>Management</td>
<td>2802</td>
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<td>3103</td>
<td>3696</td>
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<tr>
<td>Marketing</td>
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<td>General Business</td>
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<td>672</td>
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<td>-0-</td>
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<td>Office Administration (OAD)</td>
<td>1650</td>
<td>1536</td>
<td>1026</td>
<td>1074</td>
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<tr>
<td>Business Education</td>
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<td>33</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Number of Graduates</td>
<td>40</td>
<td>50</td>
<td>86</td>
<td>67</td>
<td>84</td>
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</tbody>
</table>

| Credit hours, graduate (total) | 832  | 954  | 672  | 732  | 1167 |
| Management               | 268  | 399  | 345  | 468  | 657  |
| Marketing                | 142  | 87   | 225  | 195  | 306  |
| OAD                      |      |      |      | 99   | 69   |
| BED                      |      |      |      | 3    | -0-  |
| MBA                      |      |      |      | 217  | 477  |

The Executive Bachelor of Business Administration program produced 126 credit hours for the year 2002.

The Executive Masters of Business Administration program produced 444 credit hours for the year 2002.

- The Division showed significant growth in 2002:

<table>
<thead>
<tr>
<th>Number of Majors:</th>
<th>Spring 2002</th>
<th>Summer 2002</th>
<th>Fall 2002</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>(Undergraduate)</td>
<td>(Undergraduate)</td>
<td>(Undergraduate)</td>
</tr>
<tr>
<td>Management</td>
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<td>69</td>
<td>95</td>
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<tr>
<td>Marketing</td>
<td>81</td>
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<tr>
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<td>16</td>
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<tr>
<td>Business Education</td>
<td>26</td>
<td>13</td>
<td>34</td>
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<tr>
<td>EBBA - MGT</td>
<td>5 (spring/summer)</td>
<td>9 (summer/Fall) (total = 14)</td>
<td></td>
</tr>
<tr>
<td>EMBA</td>
<td>8</td>
<td>15</td>
<td>30</td>
</tr>
</tbody>
</table>

Overall Division majors were 252 in Spring 2002; 142 in Summer 2002; and 189 in Fall 2002.
EBBA graduates for the year 2002 was four
EMBA graduates for the year 2002 was 8
• Off-campus credit hour production for 2002 was 543 hours.

• Off-campus credit hour production is expected to increase due to increased course offerings in Greenville Center, Clarksdale, Grenada, Tunica, and other Delta communities.

• The division continues to offer an education program for Viking Range Corporation of Greenwood, MS. This program provides educational opportunities for Viking’s employees who otherwise would not have those opportunities. The Division believes that development of these types of programs is dictated by the goals and objectives of the university.

• In the calendar year 2004, the Division’s graduate and undergraduate credit hour production will increase due to new course offerings and anticipated increased enrollment in the MBA, EMBA, and EBBA programs, as well as increased off-campus course offerings.

• Credit hour production for 2004 will increase due to the course offerings in the Executive Bachelor of Business Administration degree. The Division will be responsible for ten of the courses in the EBBA program. Additionally, credit hour production is expected to increase since ten of the 18 courses in the EMBA are taught by Division faculty. Twenty one courses in the MBA program are taught by Division faculty.

• New computers have been provided to several instructors in the Division, replacing out-of-date computers. ITS has plans to provide remaining faculty with computers over the next year.

• At least two new positions are needed to ensure that all courses can be taught.

• The Division is responsible for a significant number of classes in all programs offered by the School of Business. Enrollment in all programs has risen over the past year. Currently, the Division of Management/Marketing/OAD has over 250 majors. Additionally the Division has 12 majors in the EBBA program.

• Approximately 85 percent of graduating seniors in 2002 used the services offered by Career Placement.

• All faculty members were involved in academic research, consulting, university service or community service in 2002.
III. Personnel

The primary strength of the Division is its faculty and staff and their commitment to providing an education that is second to none for students. The faculty's teaching experience ranges from five to fifteen years. The division also employs highly qualified adjuncts who are well respected in the business community as support to our regular faculty in providing a quality education to our students. These additional personnel allow the division to consistently offer off-campus classes in surrounding cities which allows students who would normally not attend college the opportunity to continue their education.

Sixty-seven percent of the faculty holds a terminal degree in their respective fields. The remaining faculty holds a master's degree plus a minimum of 18 graduate hours in their teaching field. Faculty are continuously improving their skills by attending conferences, seminars, engaging in academic research and taking additional classes.

A final strength of our faculty is the practical work experience which they interject with the technical knowledge in their fields of instruction. The faculty average several years of practical non-academic experience which allows them to demonstrate how the knowledge provided in class is actually used in industry.

Potential Problems:

The limited amount of funding for faculty development, research, and conference presentations is a problem. The lack of appropriate funding is detrimental to faculty involvement in academic research which is vital to remaining up-to-date in their respective fields. The lack of funding may result in the loss of qualified faculty and could jeopardize the accreditation of the School of Business since research is a critical component of accreditation. Funding also plays a major part in the recruitment and retention of terminally qualified faculty. Inadequate funding for faculty salaries could present a problem in the recruitment and retention of terminally qualified faculty.
ACTIVITIES AND ACCOMPLISHMENTS:

- PHYLLIS BUNN

Member Mississippi Business Education Association Board of Directors, Elected Fall 2002 and
College Representative

Member, Mississippi Future Business Leaders, Phi Beta Lambda Foundation Board, March 2001
to present.

Member, Editorial Board, 2001-2004, *Journal of Career and Technical Education*, Omicron Tau
Theta, National Vocational Education Society; Chair, 2000 to present  Reviewed two
manuscripts

Member, Editorial Board, Editorial Board, *Delta Pi Epsilon Journal*, published by the Delta Pi
Epsilon national honorary business education society; reviewed three manuscripts, 2001-present
Reviewed three manuscripts

Member, Editorial Board, *Journal of Business, Economics, and Industry*, Society of Business,
Economics and Industry, 2000-present

Member, Publications Committee, Delta Pi Epsilon; reviewed 26 best practices contributed to
publication of *DPE Best Practices in Business Education Monograph*, reviewed introduction and
four chapters for *DPE Workplace Skills Monograph*, 2000 to present

Member Omicron Tau Theta National Research Award Evaluation Committee, 1998-present,

Represented College of Business at the Mississippi High School Recruitment Fair in Jackson,
Mississippi, Fall 2002

Service to Delta State University

College of Business Dean’s Search Committee, member appointed by John Thornell, Vice
President for Academic Affairs

Policy and Procedures for Faculty Evaluation Committee; task force on
evaluation to develop a policy, procedures and assessment instruments for a
consistent evaluation of administrators, and teachers across campus, member invited by faculty
senate president

Appeals Committee for Writing Proficiency Examinations, 2002 to present. Asked to serve by
English Faculty, Marian Davis, Chair

Writing Committee, 2001-present, appointed by John Thornell, Vice President for Academic
Affairs

Task Force, Business Team for evaluating One-Card program, member appointed by David Potter February 2002

Summer School Scheduling Committee; to investigate other structures for summer school other that the two sessions presently used—committee has not met, appointed by Dean Bill Stewart, COB

Chair, Office Administration Curriculum Committee, Delta State University, 1998-present

Member, American Association for University Women, Delta State Chapter

Member, Benefits Committee

Innovative Technology in Teaching Focus group, invited by faculty senate president

Teaching Innovation:

Began teaching OAD 425, Information Technology Support, Spring, 2002 Brought four Help Desk Support managers/personnel to speak to the class about different aspects of Technology Help Desk Centers

Planned and sponsored business breakfast for office management students. The business breakfast included speakers who talked about setting goals and preparing for the future, 2000 to present.


Require both office management and information and records management students to complete a practicum where they learn from a practitioner about key topics in related occupations, 1999-present.

Require students to use technology for research, presenting, and other assignments related to all my courses, thus improving their word processing and researching skills

Service To Colleagues Outside DSU:

Contributed to study of Nicole Edwards, Doctoral Candidate, Department of Educational Leadership and Research, The University of Southern Mississippi, Hattiesburg, MS., March, 2002

Other DSU Activities:
Conducted Credible Communication four-series workshop for DSU Library staff, each Tuesday afternoon in March 2002, paid.

Attended Web CT Training sponsored by ITS, Delta State University, Fall, 2002.

**Support to Student Organizations:**

Participated in inducting two students into Phi Omego  
Phi National Business Education Honorary Society, Fall, 2001

Member Green and White Booster Organization

**Community Service:**  
Member, Exchange Club, Cleveland Chapter; participated in three community service projects.

Facilitator/Outreach leader, Working Professional Singles, First Baptist Church, Cleveland.

**JAN COOPER:**

**Campus Activities:**  
CIS Advisory Board  
Co-Sponsor, Phi Beta Lambda  
Delta INTech “Preparing Teachers to Teach with Technology”  
Sponsor, Pi Omega Pi  
Teacher Education Council  
Broom 132 Renovation Committee  
Attendance Committee  
Courtesy Committee  
Quality Enhancement Plan Committee (QEP)

**Community/Membership Activities:**  
Advisory/Craft Committee Member, Business & Computer Technology, Cleveland Vocational-Technical Complex, Cleveland, Mississippi

Delta Kappa Gamma Honor Society for Women Educators

National Business Education Association

Mississippi Business Education Association

Delta Pi Epsilon Business Education Graduate Society

Ephfie Women’s Club
ELISE JENKINS:
Cleveland-Bolivar County Chamber of Commerce:
   City Beautification Committee
   Tourism Committee
Team Cleveland – a division of the Cleveland Chamber of Commerce:
   Board of Directors
   Executive Committee
   Southern Home Ideas Expo Co-chair
   OCTOBERFEST Barbecue Competition Steering Committee
Ruleville Chamber of Commerce:
   President
   Annual Harvest Festival Organizer
DSU Planning and Institutional Effectiveness Committee
DSU Phi Kappa Phi Honor Society – DSU Chapter 139 President
DSU Delta Mu Delta Honor Society
DSU Omicron Delta Kappa
DSU Pig Pickin Committee – Barbecue Judges Chair
DSU Student Organizations Committee
DSU Marketing/Advertising Club (AAF Chapter) – Faculty Co-Sponsor
DSU Marketing Curriculum Committee Chair
DSU Marketing Management Committee
DSU SACS Leadership Team
   Quality Enhancement Plan Chair

ROBERT FLEMING:
Campus
Served on University Curriculum Committee
Served on University Attendance Committee
MGT/MKT Library Liaison
MGT/MKT Courtesy Fund Chairman
B.F. Smith Outstanding Entrepreneurial Award Committee
Management/Marketing Search Committee
Faculty Senate
Management/Marketing Awards Committee
University SACS Accreditation Committee
Outside grader for English Writing Proficiency Examination
Management/Marketing representative for High School/Jr. College Recruitment Day

RENEE FOSTER:
Faculty Co-sponsor of the DSU Collegiate Chapter of the American Advertising Federation
Faculty co-advisor of DSU’s National Student Advertising Competition team
Member of Marketing Curriculum Committee
Member of Student Publications Committee
Member of Janoush Scholarship Committee
Member of Blues Highway Association (to promote tourism and economic development)
Volunteer - Habitat for Humanity
Obtained Professional Certified Marketer designation/certification from the American Marketing Association

Co-Chair of Technology & Paper Distribution Committee – National Communication Association annual meeting
Member of American Marketing Association
Attended National Communication Association annual meeting
Attended 7th District annual meeting of the American Advertising Federation
Reviewer, Retail and Entrepreneurship Track, Western Decision Science Institute
Private Consulting
Attended publishing seminar sponsored by the University Press of Mississippi

COOPER JOHNSON
Cleveland Noon Lions Club
Volunteer Teacher - Bayou Academy
Consulting - Viking Range Corporation, The King’s Daughters Hospital,
Greenville Port Commission, Duo-Fast Corporation, The Fitness Club, Inc.
Parents’ Orientation
Union Board Member
Division Faculty Search Committee
DSU Attendance Committee
Faculty Advisor to Kappa Delta Sorority
Brief Prospective Students for Recruitment Office
Brief prospective students for Athletic Department
Visit area businesses to inform them of new programs offered by DSU
Development of Distance Learning Program for Viking Range Corporation
Graduate Curriculum Committee - College of Business
Assisted with the development of off-campus programs for the College of Business.
Panel member of Management 695 presentations
Member: Marketing Search Committee, Management Search Committee,
Management/Marketing Awards Committee
Division advisor for DSU transfer orientation
Reviewer for SOBIE
Institutional Review Board Member

LAWRENCE MAGEE

Member: American Society for Quality
Decision Sciences Institute
Society for Business, Industry, and Education

Member: (DSU)  Attendance Committee
                 Library Committee
                 Research Committee

Contributions to Poetry Night, monthly poetry readings in Cleveland, MS
Poem published in “Best of Poetry Night, 2002,” magazine, editor Carolyn Elkins, DSU.

CAMERON MONTGOMERY
Served as a reviewer for the Journal of the Academy of Business Disciplines.
Served as a reviewer for the Journal of the Society of Business Industry and Economics (SOBIE)
Served on the College of Business scholarship committee – selected students for awards and scholarships within the school of business
Member of the DSU Attendance Committee
Member of the DSU Research committee
Member of the Credentials Committee
Served as Chairman of the Tenure and Promotions Committee – DSU
Elected to university tenure and promotions committee; will be chair of university tenure and promotions committee Fall 2002 – Spring 2003
FORBS coordinator Fall 2002-Spring 2002 (forum on research in the Business School), responsible for lining up presentations and speakers and refreshments.
Representative of Delta State Faculty to Washington County Alumni Banquet Fall 2002
Served as chairman of the Awards Committee for the Management and Marketing Division
Panel member of Management 695 presentations
Approved graduate surveys for Management 695
Graded English Proficiency exams
Member First Presbyterian Church
Member of Marketing Design Team for DSU one card proposal.
Chairman of the Search Committee for the College of Business Dean position

TRAINING

JAN COOPER
Creating Gradebooks Using Excel, College of Education, Delta State University
Tips on Using a Lesson Plan Template Training Workshops, College of Education, Delta State University
Praxis Specialty Exam Workshops for Business Education Students, Delta State University
Access Training Workshops, College of Education, Delta State University
Access Training Workshop (two day), Mississippi Department of Education
Microsoft Word Training workshop, Mississippi Delta Community College
Microsoft Excel Training Workshop, Mississippi Delta Community College
Creating Gradebooks Using Excel, College of Education, Delta State University
Tips on Using a Lesson Plan Template Training Workshops, College of Education, Delta State University
Praxis specialty Exam Workshops for Business Education Students, Delta State University
Society of Business, Industry, & Economics (SOBIE); Natchez, MS.
Mississippi Business Education Association (MBEA); Fulton, Mississippi

■ RENEE FOSTER
Attended seminar sponsored by the University Press of Mississippi
Attended distance learning and Web CT seminars presented by DSU's Technology Learning Center

■ ELISE JENKINS
FastTrac II seminar speaker
Marks (Quitman County Chamber of Commerce), Strategic Planning Training
Student Association of Family and Consumer Sciences, DSU Entrepreneurial Training
THE Fellows Program - DSU

■ COOPER JOHNSON
Viking Range Corporation
Port of Greenville
The Fitness Club
Small Business Development Center
Bayou Academy

PUBLICATIONS/CONFERENCES/PRESENTATIONS:

■ PHYLLIS BUNN:

Bunn, P. B., Barfitt, L. A., Cooper, J., and Sandifer, L. (In process). Finalizing revisions on manuscript to be submitted to the Delta Pi Epsilon Journal, Publication of Delta Pi Epsilon National Honorary Graduate Business Education Society

The Business of Communicating to Grow Your Business. (2002, February), Mahogany Magazine, Clarksdale, MS

Consulted by Gary Pettus (2002, December) and quoted in Oh behave! Or it may come back to haunt you, The Clarion-Ledger, Jackson, Mississippi

Books Reviewed
Manuscripts Reviewed


Presentation Proposals Reviewer


National Presentations


American Society of Business and Behavioral Sciences, Ninth Annual Meeting, Las Vegas, Nevada


Regional Presentations


Local Presentations

Bunn, P. C., Cooper, J., Sandifer, L., & Barfitt, L. (2002, April). Mississippi CPA's report communication and the software skills needed by entry accountants. Presentation at the Faculty of Business Seminars, Delta State University, Cleveland, MS

JAN COOPER:
Conferences/Presentations:


Communication Tasks Used by Mississippi Accounting Firms. Presented at the Federation of Business Divisions: Association of Business Communication—Southwestern United States Conference, St. Louis, Missouri.


Created new course Organizational Leadership

Planned and sponsored business luncheon for OAD 430 Organizational Leadership class – Spring 2002

Planned and sponsored business breakfast for OAD 430 Organizational Leadership class – Fall 2002

Supervised CAD 401 and CAD 402 courses for Continuing Education

Supervised students in OAD 492 (Special Topics in Office Administration) and BED 492 (Special Topics in Business Education). Two students completed internships at Baxter Health Care during F02 semester.
ELISE JENKINS
Supervised student projects:
National Student Advertising Competition, Daimler Chrysler Case Study, Baton Rouge, LA.

RENEE FOSTER:

Member of Editorial Review Board of Fairchild Publications

LAWRENCE MAGEE

CAMERON MONTGOMERY:


COOPER JOHNSON
Mid-South Marketing Educator's Conference Reviewer, Atlantic Marketing Association 2002 Conference
SOBIE 2002 Conference Discussant and Reviewer
SOBIE 2002 – Paper presented and published in Journal

LAWRENCE MAGEE
Pipeline system training through ITS, DSU

PAUL STARKEY
Presented paper at SOBIE
New positions requested with justifications:

Two positions are requested. Additional faculty are needed to support EMBA, MBA, MPA, MCA, EBBA, and BBA in Services Management. The Division presently has twelve filled positions and one unfilled post. Approval for one additional position is needed to cover classes associated with EMBA, MBA, MPA, MCA, EBBA, BBA, and Services Management degrees.

Recommend Change of Status (promotion/tenure): No recommendations.

IV. Degree Program Addition/Deletions:

Division of Management and Marketing continues to be extensively involved with course offerings for the Executive Bachelor of Business Administration program.

Changes have been made in course offerings and requirements for majors in all areas as deemed appropriate by the Division’s faculty.

V. Division Goals for 2002 and 2003

A. Goal 1:  
Add line items to budget for computing equipment and software to allow faculty to upgrade instructional skills and computer usage in classes.

B. Institutional Goal which was supported by this goal:  
Strengthen the faculty in their pursuit of scholarship in teaching, service and research through a comprehensive program of faculty development and renewal, including appropriate support services, resources, and personnel. (Institutional Goal #6)

C. Expected Results:  
A funded line item added to budget for equipment and software.

D. Evaluation Procedures:  
Analysis of the Division budget.

E. Actual Results of Evaluation:  
University provided Division with some new computers. Plans are to have new computers for all faculty. Line items to budget are still needed for laptops, and software.
F. **Use of Evaluation Results:**
Use of technology is increasing and rapidly changing in the business environment. In order to meet the student and business needs, the faculty must be proficient users of technology and have appropriate computer equipment and software available for use.

A. **Goal 2:**
To employ two additional faculty members to support and enhance the EMBA, MBA, BBA, and EBBA in Management and Marketing curriculum.

B. **Institutional Goal which was supported by this goal:**
Attract and maintain highly qualified and creative faculty skilled in teaching, service, research, and other scholarly activity. *(Institutional Goal #2)*

Maintain a strong graduate program which provides opportunities for advanced study and research in selected fields. *(Institutional Goal #4)*

Provide a curriculum that ensures majors are properly prepared in their chosen fields to complete licensure requirements, enter the work force, and continue advanced study in graduate or professional school. *(Institutional Goal #1)*

C. **Expected Results:**
Competitive salary support and computing equipment support for this position.

D. **Evaluation Procedures:**
Analysis of the Department budget.

E. **Actual Results of Evaluation:**
The Division is currently attempting to hire the two faculty members.

F. **Use of Evaluation Results:**
These positions will allow the Division to offer all required classes for the various degree programs without having to employ as many adjunct instructors.
A. **Goal 3:**
Improve computer skills for Division students.

B. **Institutional Goal which was supported by this goal:**
Improve computer literacy for all students by making computer services available and by facilitating the use of appropriate software packages in courses throughout the curriculum. *(Institutional Goal #6)*

C. **Expected Results:**
Significant increase in computer requirements in curriculum.

D. **Assessment Procedures:**
Analysis of departmental syllabi for all courses.

E. **Actual Results of Evaluation:**
Ten classes (undergraduate and graduate) require the use of specific software packages. All classes require written reports and/or research papers that must use word processing software and the Internet to conduct appropriate research.

F. **Use of Evaluation Results:**
Additional emphasis will be placed on the use of computers and software packages. Faculty will be encouraged to use computers in class assignments when appropriate.
A. **Goal 4:**  
To develop a recruiting plan to increase the numbers of traditional students, non-traditional students, and off-campus students.

B. **Institutional Goal which was supported by this goal:**  
Recruit students who can meet performance standards and contribute to the academic excellence of the University. *(Institutional Goal #2)*

C. **Expected Results:**  
Increase enrollment in each of the areas in 2002.

D. **Evaluation Procedure:**  
Analysis of the Division's undergraduate majors.

E. **Actual Results of Evaluation:**  
To continue this interest the Division developed brochures outlining career opportunities for graduates, course requirements for various majors, and listing faculty phone numbers of each faculty member. Brochures will be evaluated on a continuous basis. Plans were developed to work in conjunction with Recruitment and other departments on campus to recruit additional students to DSU.

F. **Use of Evaluation Results:**  
Continued evaluation of Division programs to ensure appropriate offerings resulting in attracting additional majors. Review times were determined to help in the continued development of recruiting efforts for the Division.
A. **Goal 5:**
To make classes available to non-traditional students by offering evening classes, correspondence courses, off-campus classes, and weekend classes.

B. **Institutional Goal which was supported by this goal:**
Recruit students who can meet performance standards and contribute to the academic excellence of the university. *(Institutional Goal #5)*

C. **Expected Results:**
The Division will offer night classes on campus and off-campus to students. Correspondence courses will be made available to students. Weekend classes will be offered on campus.

D. **Evaluation Procedure:**
Analysis of the Division majors

E. **Actual Results of Evaluation:**
Several off-campus classes were offered. The Division taught numerous weekend classes in the EMBA program and eight classes for employees at Viking Range, Greenwood, MS. The Division offered approximately 50% of all graduate classes at night.

F. **Use of Evaluation Results:**
The Division will continue to offer evening, off-campus, and weekend, and correspondence courses. Efforts will be made to increase the number of classes offered in each category.
A. **Goal 6:**
The Division will encourage all majors to participate in internship classes.

B. **Institutional Goal which was supported by this goal:**
Enhance educational experiences at all levels by providing student internships and other career development opportunities and by encouraging student research and other creative work. *(Institutional Goal #1)*

C. **Expected Results:**
Management and Marketing students will successfully complete all requirements of the internship program. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.

D. **Evaluation Procedure:**
Student performance in internship program. Number of students who enroll in the program.

E. **Actual Results of Evaluation:**
Thirty six students successfully completed the internship program in 2002. Demand by organizations for additional internship students increased from 26 students to 36 students.

F. **Use of Evaluation Results:**
The Division will continue to work with industry to increase the opportunities for students interested in internship. Additional students will be encouraged to participate in the internship program. Internship programs will be used to build and maintain a close relationship with industry.
A. Goal 7:
Faculty are encouraged to engage and/or participate in service, research, and other scholarly activities.

B. Institution Goal which was supported by this goal:
Attract and maintain highly qualified and creative faculty skilled in teaching, service, research and other scholarly activities. (Institutional Goal #2 & 3)

C. Expected Results:
Ninety percent (90%) of faculty will engage in service, research, and other scholarly activities.

D. Evaluation Procedure:
Analysis of Division reports regarding service, research, and other scholarly activities.

E. Actual Results of Evaluation:
One hundred percent (100%) of faculty were engaged and/or participated in service, research, and other scholarly activities.

F. Use of Evaluation Results:
Faculty contribute to the community and advancement of their profession through research, service, and other scholarly activities. Faculty brought fresh ideas and experiences to the classroom as a result of scholarly activities. Skills were maintained and their activities allowed faculty to remain current in their fields of instruction.
Goal 8:

OAD/BED faculty will demonstrate professionalism in their field.

Institutional Goal(s): University Goals 2 and 3

Expected Results:

- Faculty members will join and actively participate in a discipline-related professional organization(s).
- Faculty members will attend state and national conferences.

Evaluation Procedure(s):

- Faculty members will submit a copy of the conference program and a summary of workshops attended.
- Faculty members will propose organization meetings on campus in order to gain exposure for Delta State University.

Actual Results of Evaluation:

- OAD faculty are current members of one or more discipline-related professional organization.
- OAD faculty attended one or more state or national conference.

Use of Evaluation Results:

- The department will continue to encourage active participation and membership in related professional organizations. More funds for travel have been requested in next year's budget to support this goal.
Goal 9

Provide a sufficient number of qualified faculty members to adequately support maintenance of program accreditations and to provide appropriate curricula for OAD/BED students.

Institutional Goal(s): University Goals 1 and 4

Expected Results:

• OAD, and BED faculty members will have appropriate degrees, certifications, and licenses in sufficient percentages to meet accreditation standards.
• There will be enough faculty members with appropriate expertise to meet the changing demands of information technology.

Evaluation Procedure(s):

• Evaluating degrees, certifications, and licenses attained
• Assessing demand for new faculty or new expertise based upon analysis of information technology developments.
Goal 10

Ensure that all instructors incorporate appropriate use of technology and communication skills.

Institutional Goal(s): University Goals 1 and 6

Expected Results:

• All division classrooms will continue to be equipped with a computer, Internet access, a computer projection device, and other audio-visual equipment as needed.
• All division classes will use the technology provided as appropriate.

Evaluation Procedure(s):

• Evaluating technology use documented in syllabi
• Evaluating classroom observations conducted by chair
• Evaluating both formal and informal feedback from students
Goal 11

Maintain a comprehensive program of student advisement to increase student retention and graduation rates, including issuing up-to-date "advisement hints" to advisors and students and providing orientation for new advisors.

Institutional Goal(s): University Goal 10

Expected Results:

- A file documenting advisement will be maintained for each student.
- "Advisement hints" will be revised and re-published each semester.
- Chair will ensure completion of computerized applications for degree beginning in the students’ junior year.

Evaluation Procedure(s):

- Analyzing problems which result in untimely graduation
- Analyzing feedback from students
VI. Student Outcomes

Major: Management and Marketing  
Degree: BBA

Student Outcome 1:

- By using a simulation the Management majors will demonstrate proficiency in integrating knowledge from Accounting, Economics, Finance, Management, Marketing, and CIS.

Expected Results:

- Sixty percent (60%) of the graduates will make a "B" or better in the senior capstone course, "Strategic Management".

Evaluation Procedures:

- Analysis of the grade distribution in the senior capstone course.

Actual Results of Evaluation:

- Sixty one. three percent (61.3%) of the graduates earned a grade of "B" or better in the senior course for the year 2002.

Use of Evaluation Results:

- Changes have been made in the curriculum to improve the students' understanding of capital structure. This has been the area of greatest weakness. Additional time will be devoted to the discussion of capital structure. Additionally, classes will have guest speakers from the Division of Economics & Finance.
Major: Management and Marketing

Degree: BBA

Student Outcome 2:

- Using a case oriented class, Marketing majors will demonstrate proficiency in integrating knowledge from all areas of marketing along with knowledge from Accounting, Economics, Finance, Management, and CIS.

Expected Results:

- Fifty percent (50%) of Marketing majors will make a “B” or better in the senior Marketing capstone course, “Marketing Management”.

Evaluation Procedures:

- Analysis of the grade distribution in the senior marketing capstone courses.

Actual Results of Evaluation:

- Thirty-eight percent (30.8%) of the graduates earned a grade of “B” or better in the senior course for the year 2002.

Use of Evaluation Results:

- Changes have been made in the curriculum to improve the students’ ability to integrate accounting procedures. This has been the greatest weakness. Additional time will be devoted to the discussion of basic accounting procedures. Guest speakers from the Department of Accounting and CIS will be used to address this weakness.
Student Outcome 3:

- Management and Marketing majors will be encouraged to participate in internship classes.

Expected Results:
- Management and Marketing students will successfully complete all requirements of the internship program. Establishing and maintaining successful internship programs will be difficult because of downsizing by organizations.

Evaluation Procedure:
- Student performance in internship program. Number of students who enroll in the program.

Actual Results of Evaluation:
- Eighteen students successfully completed the internship program in 2002. Request by organizations for additional internship students continues to be in demand.

Use of Evaluation Results:
- The Division will continue to work with industry to increase the opportunities for students interested in internship. Additional students will be encouraged to participate in the internship program. Internship programs will be used to build and maintain a close relationship with industry.
Student Outcome 4:

- Graduates will find employment in their field.

Expected Results:

- At least 90 percent of the graduates will have found employment in the field within six months of graduation.

Evaluation Procedures:

- Recent graduates survey questionnaire either by mail or phone.

Actual Results of Evaluation:

- Funds were not available to survey students. Goal could not be assessed.

Use of Evaluation Results:

- Results of this type of survey would provide critical information to instructors and Career Placement as to the skills employers are seeking in graduates. Also, the Division would be aware of which region of the country DSU students are finding employment. This information could assist with future placement efforts by the Division and Career Placement. The Division will conduct the survey if funds are made available.
Major: Office Administration  

Degree: B.B.A.

Student Outcome 1:

Each graduate majoring in OAD will demonstrate proficiency in managing and using office information systems (including intranets and the Internet) by completing an office simulation project.

Expected Results:

- At least half of students enrolled in OAD 401 (Office Procedures) and 411 (Practicum) will earn a grade of B or higher.
- Technology changes will expect to generate continued need for revision of both curriculum and delivery methods.

Evaluation Procedure(s):

- Evaluation of the students’ performance in OAD 401
- Ongoing evaluation of curriculum technological content
- Ongoing evaluation of course delivery methods

Actual Results of Evaluation:

- In 2002, 100 percent of OAD students enrolled in OAD 401 earned a grade of B or higher, with 33.3 percent earning a B and 66.6 percent earning an A.
- In an effort to maintain pace with office technology, inclusion of multimedia and Internet technology instruction into both curriculum and instructional delivery was continued during 2002.

Use of Evaluation Results:

- Because of observed student enthusiasm, as well as the necessity to keep pace with business needs, multimedia and Internet technology instruction and practical application will continue to be part of the curriculum and delivery methods for 2003.
- Students completed several projects and an office simulation project in which they will demonstrate the ability to complete various office documents, including letters, memos, brochures, reports, flyers, and accounting records.
Major: Office Administration

Degree: B.B.A.

Student Outcome 2:
Each graduate majoring in OAD will demonstrate proficiency in preparing a variety of formats for business documents.

Expected Results:

- For students enrolled in OAD 300, fifty words per minute will be achieved at 80 percent accuracy by 60 percent of OAD majors.
- Seventy-five percent of the students who enroll in OAD 400 will make a B or higher.

Evaluation Procedure(s):

- For 2002, this goal will be assessed by evaluating OAD students’ performance in OAD 300 and OAD 400.

Actual Results of Evaluation:

- Due to schedule changes, no OAD 300 was offered during the calendar year 2002.
- Seventy eight percent of students enrolled in OAD 400 made a B or better.

Use of Evaluation Results:

- Expected results for OAD 300 and OAD 400 will remain constant or improve in 2003.
Major: Business Education                           Degree: B.S.E.

Student Outcome 1:

Each graduate majoring in BED will demonstrate proficiency in managing and using office information systems by completing an office simulation project.

Expected Results:

- It is anticipated that students will gain an understanding of the value of incorporating state-of-the-art technology into curriculum content delivery as well as applied learning tools in the classroom.
- Students are expected to exhibit varying levels of technological expertise.
- Students are expected to be more interested and involved in the learning process.
- It is anticipated that 75 percent of BED students enrolled in OAD 401 (Office Procedures) will earn a grade of B or higher with 50 percent earning a grade of A.

Evaluation Procedure(s):

- Evaluation of the students’ performance in OAD 401 (Office Procedures), one of the BED capstone courses
- Teacher observation of students’ in- and out-of-class course-related activities

Actual Results of Evaluation:

- In 2002, 100 percent of BED students enrolled in OAD 401 earned a grade of B or higher, and 100 percent earning a grade of A.

Use of Evaluation Results:

- The use of technology to deliver course content will be continued for 2003.
- The use of technology as applied learning tools in the course will be continued for 2003.
Major: Business Education

Student Outcome 2:

Each graduate majoring in BED will demonstrate the ability to use various methods in teaching secondary business subjects and demonstrate knowledge of professional and general education.

Expected Results:

- It is expected that all BED students enrolled in CUR 479 (Business Methods) will meet all criteria included in the STAII, which addresses various constructs related to teaching secondary business subjects, by earning a grade of B or higher on their STAII 10-day portfolios.
- It is expected that 75 percent of BED students enrolled in CUR 479 will earn a grade of B or higher for the course.
- Because of the intensive professional development component included in CUR 479, BED students are expected to have the knowledge, skills, and interpersonal capabilities to successfully perform in a classroom setting.

Evaluation Procedure(s):

- Evaluation of the students’ performance in CUR 479 (Business Methods)
- Evaluation of student-prepared STAII portfolios, ensuring that they conform to Student Teacher Assessment Instrument (STAII) guidelines, as part of CUR 479
- Assessment of the students’ scores on national standardized tests
- Students’ performance during student teaching field experience, as evaluated by the sponsoring teacher, the Director of Field Experiences, and two other education faculty members

Actual Results of Evaluation:

- Sixty seven percent of the students enrolled in CUR 479 for the Fall 2002 term earned a grade of A.
- Student STAII portfolio grades in CUR 479 ranged from a low of 76 to a high of 96.
- Students must be accepted to the Teacher Education program before student teaching. Though our numbers have been low, we have enjoyed a 100 percent pass rate and outstanding ratings for our student teachers (in addition to 100 percent employment after graduation).
- In 2002, five students took and four students passed the PLT Professional Knowledge exam; five took and passed the Specialty Area exam in Business Education.
Use of Evaluation Results:

- New courses will be added to maintain conformity with standards and guidelines mandated by Delta State University, Mississippi State Department of Education, and accrediting entities.
- Curriculum will monitor course content to ensure adequate coverage of appropriate material
Major: Business Education

Degree: B.S.E.

Student Outcome 3:

BED graduates will find employment in their field of study.

Expected Results:

- It is anticipated that at least 85 percent of the BED graduates will have found employment in the field within six months of graduation.

Evaluation Procedure(s):

- The Division conducted informal surveys of BED students, graduates, and employers to determine their perceptions of the program quality and content, as well as to determine the employment rate for BED graduates.

Actual Results of Evaluation:

- The employment rate for BED graduates was 100 percent for 2002.
  - Informal communication with BED students and graduates revealed an expressed need for preparing our teachers to be highly technologically literate, given Mississippi State Department of Education’s focus on including Tech Prep as an integral component of its educational initiative.

Use of Evaluation Results:

- The BED/OAD Curriculum Committee will continue with meta-evaluation efforts to ensure program quality and relevance, as well as marketable graduates.
- The BED/OAD Curriculum Committee will explore possible expansion of the program to offer endorsements in areas relevant to the tech prep initiative (i.e., marketing education, vocational education), as well as the traditional office procedures endorsement.
- The quality of instruction and the curriculum in this program will be continually assessed and refined to ensure conformity with guidelines and standards mandated by Mississippi State Department of Education, DSU School of Education, and accrediting entities (NCATE, SACS).
VI. Unit Budget Plan

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<th>Account # and Title</th>
<th>Funded year 2003</th>
<th>Requested year 2004</th>
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All requested increases stem from the merger of Economics/General Business with the existing Division. Also, one additional faculty member has been added to the faculty in the area of Marketing. In total, four faculty members have been added to the Division.

No funds are requested for computer software. Request these funds be allocated to other areas.
Justification:

1. Travel:
The $3,500 increase in travel funds is necessary due to the division’s increase in the number of faculty members due to the combining of Economics and General Business and the addition of a faculty member in Marketing. Support of the increased number of faculty presentations at meetings and conferences is needed. The number of faculty involved in research, as well as conference presentations is expected to increase over the next academic year. Faculty research and presentations allow our faculty to remain up to date in their fields of instruction. Additionally, the accrediting body for the school of business requires research and presentations to retain the accreditation.

2. An additional $2,000 is requested to provide funds for increased demand of supplies due to the combining of Economics and General Business and the addition of a faculty member in Marketing. Additionally the division is responsible for the majority of classes offered in the EMBA and EBBA program. Additional funding for commodities is needed to adequately support the programs.

3. LitePro Projector and Laptop Computer: $5,000. This equipment is used by faculty in the classroom to present material requiring special computer software. The equipment will also be used by students for individual and group presentations. This equipment is used in multiple classes and is critical in providing students skills needed in the business world.

4. An additional $150 is needed due to the addition of four faculty members.

5. Long distance budget increase of $200 is requested for several reasons. First, the Division has additional faculty members due to the combining of Economics and General Business with MGT/MKT, as well as a new Marketing instructor. Second, the addition of the EBBA program and the increases in the EMBA program require additional long distance telephone contact with non-traditional students. Third, the Division continues to increase the number of off-campus class offerings (Viking Range) which will increase the use of long distance telephone calls. Finally, the Division anticipates additional long distance usage by faculty in support of research and for recruitment of additional faculty members.

6. Telephone Installation: $150. Requested funds are needed for installation of phone lines in offices for new faculty.