Goal 1: Promote academic quality by building and supporting a distinguished faculty.

1.1 Increase average full-time faculty salaries at all ranks.

Indicators*:
- Median salary levels for each rank including professor, associate professor, assistant professor, and lecturer

1.2 Increase number of full-time faculty.

Indicators*:
- Number and percent of full-time faculty including tenured administrators

1.3 Attract and retain highly competent faculty by providing annual merit increases based on performance.

Indicators*:
- Merit increases awarded/not awarded

1.4 Provide a university infrastructure (including equipment and facilities) to support teaching, research, and scholarly and creative activity.

Indicators*:
- Number and dollar value of facility upgrades made this year
- Major equipment purchases and acquisitions
- Number of Library expansions
- Number of Technology Resource developments

- The following major technology upgrades were made to enhance student learning and research:
  - The McCoy College of Business mobile lab was upgraded with 40 new laptop
computers. The mobile lab comprising of four laptop carts housing 80 laptops is used in various business courses for hands-on learning. Total Cost: $45,000.

- Three computer teaching labs, managed by the Department of CIS and QM, were upgraded with 112 touch-screen capable notebook computers to teach application development and data analytics for current computing environment. Total cost: $240,000.
- McCoy College technology room that houses our videoconferencing facility was upgraded with new video capturing and streaming equipment to support our online and entrepreneurship course offerings. Total cost: approximately $25,000.

1.5 Offer academic programs that are nationally and internationally competitive.

Indicators*:
- List of current national/international program recognitions
- List of current national/international student awards and recognitions
- Number of academic programs accredited or reaccredited

- Separate AACSB Accreditation was granted to the Department of Accounting for its accounting programs in August 2013.
- The Texas State University Enactus/SIFE team won the 2014 U.S.A National Championship. This year’s Enactus team competed against 518 teams from across the United States and compete internationally in Beijing in October 2014.
- Texas State AMA was named the Chapter of the Year and received first place in the AMA Case Competition at the American Marketing Association 36th Annual International Collegiate Conference in New Orleans, LA.
- Texas State was named the Graduate Team Champion in 2014 at the National Collegiate Sales Competition (NCSC).
- The Texas State Association of Information Technology Professionals (AITP) team received the Top Monkey Award for 2014 and six honorable mentions in various competitions at the 2014 National Collegiate Conference. The Top Monkey Award recognizes the team with the highest level of participation in national competitions.
- McCoy College’s Net Impact chapter was ranked as a gold chapter for the fourth straight year. Specific projects for McCoy College Net Impact include collaboration with Circuit of the Americas on resource recovery and data collection during Formula 1, Moto GP and ESPN's Summer X GAMES 2014. Also involved in SXSW and SXSW ECO, Net Impact was chosen by Sustainable America, a non-governmental organization (NGO), to conduct research to reduce waste.
- The Texas State Collegiate Entrepreneurs’ Organization (CEO) chapter competed against 240 CEO chapters from around the world at the CEO Conference in November 2013. The team received 2nd place in the Best Fundraising Idea event, Best Marketing Plan, and for the Best Chapter Business.
- For the fourth year in a row, the Texas State SHRM chapter received a superior merit award from the Society of Human Resource Management (SHRM).
- Members of the Student Managed Investment Fund (SMIF) continued to participate in the SMIF Practicum during 2013-2014. As of June 6, 2014, SMIF was responsible
for the management of $510,229 of the McCoy College of Business Development Foundation endowment fund.

- The Texas State chapter of Beta Alpha Psi hosted the regional meeting in spring 2014 in San Antonio. Three teams competed against eight other schools. The Texas State Strategic Planning and Leadership teams each placed third in the competition.

1.6 **Strengthen research and scholarly/creative activity efforts through achieving increases in grant expenditures and increasing collaboration across disciplines.**

**Indicators**:  
- Current grant expenditure dollars  
- List of new cross-discipline collaborative grants

- As part of a cross-disciplinary team of researchers from computer science and business, Drs. Li Feng, R. Musal, and Tahir Ekin received a $499,896 National Foundation Grant for to study Networking Infrastructure: Enabling and Improving Data-Driven Research at Texas State University.

- Dr. Tahir Ekin received a Texas State Multidisciplinary Research Grant for $25,000 to study data analysis techniques for the identification of medical fraud.

- McCoy College spent a total of $456,228 on research-related expenses in AY 2013-2014. The Department of Accounting spent $26,468; the Department of Computer Information Systems and Quantitative Methods (CIS & QM), $20,537; the Department of Finance and Economics, $62,621; the Department of Management, $26,700; the Department of Marketing, $62,684; and the Dean's Office, $257,209, mainly through distribution of funds for endowed positions and from the McCoy Faculty Development endowment.

1.7 **Provide reasonable start-up funds in order to attract and retain distinguished faculty and to provide the essential equipment to conduct research and attract external grants.**

**Indicators**:  
- Academic start-up dollars awarded (division and college)  
- Library start-up funds awarded

N/A

1.8 **Support faculty efforts in international research.**

**Indicators**:  
- List of new international research efforts and scholarly activities  
- International travel funds provided (division and college)  
- Number of Fulbright Research Scholars and other international fellowships  
- Number of visiting scholars supported
• List of new technology support activities for international research

• The McCoy College of Business hosted Dr. Yuxue Sheng from Nankai University (Tianjin City), China during August 2013. Dr. Sheng worked on spatial econometrics research with Dr. Jim LeSage, Jerry D. and Linda Gregg Fields Chair in Economics.

• McCoy College faculty participated in ten intellectual contributions on international research topics or that involved collaboration with international research faculty. Intellectual contributions included peer-reviewed journal articles, collaborative research presentations and projects.

• McCoy College provided approximately $20,000 in international travel funds to support faculty research collaborations.

1.9 **Maintain Emerging Research University status and pursue the Texas Research Incentive Program (TRIP).**

**Indicators***:

- Number and total dollar amounts of TRIP eligible submissions/awards
- Total dollar amount of matching funds received from TRIP for the year
- NRUF Eligibility
  - Total restricted research expenditures
  - Total endowment funds
  - Number of doctor of philosophy (PhD) degrees awarded
  - Percentage of first-time entering freshmen in the top 25% of their high school class
  - Average SAT and ACT scores of first-time entering freshmen
  - Status as a member of the Association of Research Libraries, having a Phi Beta Kappa chapter, and Phi Kappa Phi chapter
  - Number of tenured/tenure-track faculty who have achieved national or international distinction through recognition as a member of one of the national academies, are Nobel Prize recipients, and have received other faculty awards as designated in the NRUF eligibility criteria.
  - Number of graduate level programs and graduation rates for master’s and doctoral programs

• Dr. Jim LeSage, Jerry D. and Linda Gregg Fields Chair in Economics, was recognized as a Fellow of the Southern Regional Science Association. He provided the annual address on spatial econometrics at the association’s 53rd Annual Meeting in San Antonio, Texas in March 2014. Additionally, Dr. LeSage gave the keynote address at the 13th International Workshop on Spatial Econometrics and Statistics, Toulon, France in April 2014 and conducted a week-long workshop on spatial econometrics at Wuhan University in Wuhan, China in March 2014.
Goal 2: Provide opportunities for a public university education and contribute to economic and cultural development.

2.1 Move forward on the *Closing the Gaps* goals of participation, success, excellence, and research.

**Indicators***:
- Freshman class size compared to prior year and percent change
- Overall enrollment compared to prior year and percent change
- Level of achievement compared to CTG enrollment target: overall, African American, and Hispanic
- Level of achievement compared to goals CTG goals and to prior year: participation (recruitment), success (retention), excellence (graduation), and research

2.2 Continue engagement in the economic and cultural development of the region.

**Indicators***:
- List of current cultural collaborations with external constituents
- List of current economic collaborations with external constituents
- Number of clients in STAR Park
- Number of clients in Small Business & Development Center (SBDC)
- Number of clients in the Office of Commercialization and Industry Relations (OCIR)

- The Texas State University Small Business Development Center (SBDC) assisted 629 clients; provided 5,411 hours of client assistance; conducted 57 professional business seminars, workshops, and conferences; and helped expand 63 businesses, and create 523 jobs. The SBDC provided training for 1,526 participants and helped procure $74.6 million in capital to qualified businesses.
- The Center for Entrepreneurial Action (CEA) hosted a 3-day Start Up program (3DS) in April 2014. The program was designed as a boot camp for student entrepreneurs. Thirteen outside mentors, four judges, and 49 graduate and undergraduate students participated in the program.
- In partnership with the Greater San Marcos Partnership, the Center for Entrepreneurial Action (CEA) hosted Governors Small Business Conference in June 2014. Laura J. Kilcrease, Interim Director, gave the keynote address.
- The Texas State Center for Professional Sales was recently awarded full membership status in the University Sales Center Alliance (USCA). There are currently 35 universities worldwide meeting membership requirements of the USCA, with only 21 of those universities holding full membership status. The Texas State Center for Professional Sales has 18 corporate partners.
The annual Economic Outlook Luncheon was held on May 22, 2014. Dr. Ray Perryman, President and CEO of the Perryman Group, and Mark Strama, Google Fiber Austin, delivered addresses. Dr. Perryman outlined the economic landscape and challenges for Central Texas, and Mr. Strama discussed Google Fiber’s entry into Austin and the future of high-speed internet and its effect on business productivity and efficiency. Following both addresses, Dr. Showalter moderated a Q&A session between the audience and the speakers. Approximately 400 people attended the event. The event was co-sponsored by the Greater San Marcos Partnership, McCoy College of Business Administration, Texas State Small Business Development Center and the San Marcos Area Chamber of Commerce.

2.3 Increase student scholarships and graduate student financial support in an effort to improve recruitment and retention of high achieving students.

Indicators*:
- Number of new scholarships awarded
- Number of new merit scholarships awarded
- Total dollar amounts of new scholarships and average award amounts
- Other dollars contributed toward undergraduate and graduate student financial support (division and college)

During 2013-2014:
- Three new merit scholarships totaling $12,000 were awarded.
- McCoy College of Business awarded a total of $348,000 in scholarships as follows:
  - $161,100 in general undergraduate scholarships, averaging $2,375 per recipient, and $82,000 to McCoy Scholars from the McCoy endowment.
  - $53,000 in graduate scholarships, averaging $1,975, and $45,000 in graduate fellowships from the McCoy endowment, with an average award of $3,570.
- The Graduate College awarded $37,500 to business graduate students, averaging $2,885 per recipient.

2.4 Internationalize the curriculum.

Indicators*:
- Number of new/revised courses with international content
- Number of faculty participants in globalization workshops

- A comprehensive review of courses in the International Business (IB) minor resulted in a revision of four courses to ensure adequate coverage and reinforcement of critical concepts in international business.
- The Department of Accounting revised a number of graduate and undergraduate courses in accounting to incorporate International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS). Listed companies in the European Union are required to use these standards when publishing their financial statements.
2.5 Support faculty and students in pursuing global academic experiences, e.g. study abroad, internships, field placement, research, service learning.

**Indicators***:
- Number of faculty-led study abroad programs
- Number of students studying abroad
- Number of Fulbright Teaching Scholars
- Number and list of student international research efforts and scholarly activities (presentations, papers, etc.)
- Number and list of student international teaching activities
- Number and list of student international service activities
- Dollars contributed toward study abroad scholarships
- Number of institutionally-recognized international exchange programs
- Number and list of countries impacted
- Number and list of staff-led international experiences

- The McCoy College of Business offers three faculty-led study abroad programs. These include a graduate program to Chile and two undergraduate programs to Czech Republic and Spain. During 2014:
  - Drs. Ivan Blanco and Diego Vacaflores accompanied 32 graduate students enrolled in Emerging Market Economies (ECO 5320), Cross-Cultural Management (MGT 5318), and Problems in Business Administration (MGT 5333) courses to Santiago, Chile as part of an effort to increase opportunities for international education experiences. Students visited businesses and government officials, and participated in a service-learning project.
  - Drs. Jack Mogab and Kenneth Moon accompanied 22 undergraduate students enrolled in Emerging Market Economies (ECO 3320), Investment Analysis (FIN 3318), Independent Study in Economics (ECO 4395), and Finance (FIN 4395) to Prague, Czech Republic. This study abroad program was offered for the first time in FY 2014.
  - Dr. Vivek Shah and Mr. Wayne Noll accompanied 48 undergraduate students enrolled in Enterprise Information Technology and Business Intelligence (CIS 3380), International Marketing (MKT 4310), Production and Operations Management (MGT 4330), International Trade Operations (BA 4315) and Professional Selling (MKT 3358) courses to Barcelona, Spain to study international business in an international setting. Coursework was supplemented by visits to local businesses, historical places, and cultural events.

- The McCoy College of Business currently has academic cooperation agreement with the following international institutions.
  - Adolfo Ibanez University, School of Business (Chile)
  - Baden-Wuerttemberg Cooperative State University-Mosbach, Faculty of Economics and Trade (Germany)
  - ESC Bretagne Brest (France)
  - Universidad Nacional Mayor de San Marcos, Facultad de Ciencias Administrativas (Peru)
During 2013-2014, approximately 100 students participated in the three study-abroad programs. Additionally, four Texas State business majors spent an academic semester in Chile, two in France, and two in Germany.

2.6 Maintain a vigorous, targeted recruitment and marketing campaign.

Indicators*:
- List of new undergraduate and graduate recruitment initiatives introduced
- List of new marketing efforts implemented

N/A

2.7 Recognize the role of moving to the FBS in developing the image of the university and enhancing economic and cultural development.

Indicators*:
- Number and list of new Texas State FBS advertisements placed
- Average number of attendees at home football games
- Total economic impact from athletic events on local community
- Product licensing income for the year
- Dollar amount and membership increase in Bobcat Club for the year

2.8 Enhance and support distance learning and Friday/Saturday course delivery.

Indicators*:
- Number of new online and hybrid SCH as a percent of overall offered
- Number of SCH enrolled in Friday/Saturday courses offered

- Two sections of CIS 1323 were offered in an online format in FY 2014 in 258 SCH. This will increase to four sections in fall 2014 generating about 760 new SCH.

Goal 3: Provide a premier student-centered, educational experience that fosters retention and success.

3.1 Increase student retention through collaborative programs across the university.

Indicators*:
- Student retention rates compared to prior year (college and institutional)
3.2 **Enhance quality and consistency of academic advising services.**

**Indicators*:**
- Number of students served (i.e., walk in, email, phone, appointment, social media)
- List of professional development opportunities provided to academic advisors for consistent messaging
- Number of external professional development opportunities attended by how many advisors
- Number and list of current internal and external awards and recognitions received by advisors

- McCoy College of Business Undergraduate Advising Center
  - Academic advisors conducted 6,852 individual advising appointments and assisted with 14,672 phone calls (37% increase in advising appointments and 27% increase in phone assistance) during the academic year.
  - Academic advisor Brittany Chrisman and Career Services liaison to McCoy College Ross Wood presented “Link Up: Utilizing LinkedIn in Academic Advising” at the 2014 TEXAAN conference in Waco. Academic Advisors Brittany Chrisman and Sarah Drennan presented “Creativity in Undergraduate Academic Advising: Helping Students Get Past Mental Locks” at the 15th Annual Texas State Academic Advisors Conference. Additionally, advisors Brittany Chrisman, Sarah Drennan Annette Levario, and Bethany Mellum presented “Advising According to Covey: Applying the 7 Habits of Highly Effective People” at the 7th Annual UTSA Academic Advising Conference and at the 2014 TEXAAN conference in Waco.
  - Academic Advisor Brittany Chrisman was nominated and selected as the Advisor Training and Enhancement Team Communications Committee Chair. In this role, she edits and distributes monthly editions of the campus-wide Advising Star newsletter.
  - The advising center participated in the university-wide assessment process by implementing a university assessment plan and collecting assessment data.

- McCoy College of Business graduate advising:
  - The college hired Laurie Brown as an academic advisor for the MACY and MSAIT programs. The MACY/MSAIT advisor conducted approximately 400 individual advising appointments. As faculty advisor to Beta Alpha Psi, she attended their regional and national conferences.
  - MBA academic advisor, Brittany Bowden, conducted approximately 600 advising appointments during the academic year. She also assumed the role of staff advisor to Beta Gamma Sigma and handled communications with BGS headquarters as well as BGS membership drives. Additionally, Brittany was in charge of hosting McCoy alumni events, the etiquette dinner for MBA students, the hooding ceremony, BGS recognition ceremonies, and all professional development events for MBA students.

3.3 **Develop an Honors College to better attract and engage high achieving students.**
3.4 Recognize and support intercollegiate athletics and the arts as vehicles to promote a well-rounded collegiate experience for all students.

Indicators*:
- Number and list of events (athletic and artistic) provided for the year
- Number of attendees at each event provided
- Number and list of new academic support initiatives provided to student athletes

N/A

3.5 Refine student learning outcomes and appropriate assessment measures within each academic program and general education curriculum to ensure program improvement and provide evidence of student success.

Indicators*:
- Description of outcomes assessment process improvements
- Examples of new major program improvement efforts implemented as a result of assessment findings
- Number and percent of programs completing outcomes assessment
- Number and percent of completed audits
- Number and percent of programs showing improvement

Learning outcomes in the BBA undergraduate as well as MBA, MSHRM, and MSAIT graduate core classes are assessed each year.
- A thorough review of the BBA undergraduate core was initiated as a result of the new AACSB accreditation standards as well as outcomes assessment. In addition, a one-hour component to prepare undergraduate business students to be professionals with business-appropriate soft skills is being developed to be added to the core based on feedback received from recruiters and college advisory boards.
- An assessment of undergraduate core for ethics coverage resulted in an inclusion of two more business courses to the “ethics designated” group of courses for direct assessment of ethics coverage.
- Content and sequence of core courses in the MSAIT program were further refined based on industry feedback.
- An MBA core course in finance was transformed to hybrid format to utilize class time more effectively by focusing on interactive discussion of concepts and
3.6 Refine administrative and educational support, research, and public service outcomes and appropriate assessment measures within identified departments to ensure improvement and provide evidence of success.

Indicators*:
- Description of outcomes assessment process improvements
- Examples of new major service improvement efforts implemented as a result of assessment findings
- Number and percent of departments completing outcomes assessment
- Number and percent of completed audits
- Number and percent of departments showing improvement

3.7 Recognize the importance of academic and administrative program review processes to facilitate program improvement in support of the University mission.

Indicators*:
- Number of program reviews completed and number of academic program reviews submitted to THECB
- Examples of major program improvements made based on program review/accreditation findings
- Percent of reviews with all items scored a “2” (on a scale of 1 through 5) or higher

3.8 Foster an environment that cultivates students to become successful, engaged alumni.

Indicators*:
- Number and list of new academic-sponsored alumni outreach activities (e.g., guest speakers, faculty, advisory boards, judges, research)
- Number and list of new community outreach activities (e.g., Bobcat Build)
- List of new student and alumni collaboration efforts (e.g., conferences, mentoring)
- Number and list of recognized alumni achievements
- Number and percentage of graduating seniors and alumni who have graduated in the last five years who join the Alumni Association this year

- The McCoy College hosted a celebration in honor of the tenth anniversary of the
McCoy gift on March 27. The theme was “Shining the Light on Excellence” and highlighted achievements by students and faculty over the last decade. Distinguished benefactors, advisory board members and other donors were recognized and thanked for their contributions.

- The formation of the inaugural Advisory Board for the MSHRM program was completed. An MBA Alumni Group was formed to help engage current students.

3.9 Broaden efforts to facilitate successful transition of students to the workplace and graduate/professional education.

Indicators*:
- Number and list of career support programs provided
- Number and list of academic outreach and recruitment efforts
- Number and list of new companies recruiting at Texas State

- The McCoy College, in partnership with Career Services, held the first McCoy College Career Expo. Thirty-nine firms and 247 students participated in the job fair. The Department of Accounting hosted two job fairs for accounting students. Representatives from 23 accounting firms, government agencies, and other professional organizations met with over 200 accounting majors.
- Dr. Paula Rechner collaborated with Mr. Brian McCoy, Ms. Meagan McCoy Jones, and Dr. Lewis Alexander to offer a special topics course focused on Leadership Development: Business as Unusual. The course was offered at McCoy’s Headquarters and included McCoy executives as mentors/coaches for each student. Other members of McCoy’s top management team served as small group discussion leaders.
- Dr. Dennis Smart, Associate Professor in the Department of Management, developed six business research and consulting projects during spring 2014. The projects involved teams of MBA students in the MGT 5313 class working with organization representatives to address current, organization-defined issues. The project clients included Rodeo Austin, City of Georgetown, and City of Round Rock.
- Four professional development events were offered to MBA students in 2013-2014, two in San Marcos and two in Round Rock. Current students heard panels of recent McCoy MBA alumni to learn about how to get the most out of the program, getting ahead in the job search after graduation, and the importance of networking and taking advantage of events outside the classroom. An interview workshop was conducted that included information specific to the MBA job search and interactive interview role play. Ms. Diane Gottsman, owner of The Protocol School of Texas, conducted a workshop on effective networking and professional conduct. Students were able to put the skills they learned to use immediately by participating in a networking session.
- The Department of CIS and QM coordinated a mixer in partnership with USAA, Inc. to recognize academic accomplishments of high-achieving CIS majors. Approximately 40 CIS majors and 10 USAA representatives participated in the event.
- During the fall 2013 meeting of the Department of Finance and Economics Advisory Board, board members reviewed over 100 student resumes and provided written
feedback to the students. The board also conducted 25 mock interviews with students, including a debriefing to discuss each student’s strengths and weaknesses.

- The total number of internships in the college increased from 163 last year to 221 this year.

3.10 Continue faculty and student information literacy initiatives that support achievement of student learning outcomes.

Indicators*:
- Number of literacy sessions provided
- Number of faculty and students served

3.11 Implement Personalized Academic and Career Exploration (PACE) to foster retention and success.

Indicators*:
- Number of freshman students served
- Number and list of support programs provided
- QEP successes based on outcomes achievement and continuous improvement

**Goal 4: Enrich our learning and working environment by attracting and supporting a more diverse faculty, staff, and student body.**

4.1 Attract and retain a diverse faculty and staff.

Indicators*:
- Number and percent of female full-time faculty and staff compared to prior year
- Number and percent of African American, Hispanic, and other minority faculty and staff compared to prior year
- Number of new external position postings advertised, including those targeting diverse candidates
4.2 Remain a Hispanic Serving Institution that emphasizes retention and graduation.

**Indicators***:
- Number and percent of Hispanic student enrollment compared to prior year
- Number and percent of Hispanic student graduates compared to prior year
- Number and percent of Hispanic students retained compared to prior year

4.3 Enhance recruitment, retention, and support programs for all racial, ethnic, and international groups.

**Indicators***:
- Examples of new academic, student support, and administrative programs provided
- Number of students served with support activities
- Number and list of new recruitment activities
- Number and list of new academic, student support, and administrative retention activities

- McCoy College sponsored two Hispanic students to attend The PhD Project conference in Chicago, IL.

4.4 Expand efforts to promote diversity and inclusion among all faculty, staff, and students.

**Indicators***:
- Examples of new/modified academic programs that added multicultural or multi-perspective content
- Number of new/revised courses with multicultural or multi-perspective content
- Examples of new academic, student support, and administrative programs/activities provided (e.g., activities related to Common Experience)
- Number of individuals served in academic, student support, and administrative programs/activities

- Dr. David Cameron and Ms. Mary Spaeth, both lecturers in the Department of Management, attended the Multicultural Curriculum Transformation and Research Institute. Ms. Spaeth will integrate multicultural aspects into our business communications course while Dr. Cameron is working to do the same for our capstone business strategy course.
To coincide with the University Common Experience, the 2014 theme for Business Leadership Week was “Mental Health in the Workplace: It's good for business.” Events included the keynote speaker, Dr. Octavio Martinez, Executive Director of the Hoff Foundation for Mental Health, and distinguished speaker, Mr. Brian East, Senior Attorney for Disability Rights Texas. Twenty guest speakers addressed students on mental health issues in the workplace and on leadership in a variety of classes.

The college recruited three new international faculty members, Dr. Andrew Ojeda, Dr. Indu Ramachandran, and Dr. Lucian Visinescu, on tenure-track positions.

4.5 Seek historically underutilized business suppliers.

Indicators*:
- Number of active HUB vendors compared to previous year
- Percentage of construction value issued to HUB vendors
- Number of active mentor/protégé partnerships compared to previous year
- Percent of total university procurement with HUB vendors compared to previous year

Goal 5: Develop and manage human, financial, physical, and technological resources effectively, efficiently, and ethically to support the university’s mission.

5.1 Increase average full-time staff salaries at all ranks.

Indicators*:
- Percent increase in average salary levels for all categories

5.2 Increase number of full-time staff.

Indicators*:
- Number and percent increase in full-time staff compared to prior year
- Number and list of newly-created positions

5.3 Attract and retain highly competent staff by providing annual merit increases based on performance.

Indicators*:
- Merit increases awarded/not awarded
5.4 Maintain a physical setting that presents Texas State as a premier institution.

**Indicators***:
- Number and list of new repair and renovation projects completed
- Number and list of new campus enhancement projects completed
- Number and list of new ADA modification projects completed

5.5 Implement the Campus Master Plan update for 2012-2017 to ensure it meets the needs of the University.

**Indicators***:
- Number and list of capital projects completed
- Total cost of capital projects completed
- Number and list of property acquisitions
- Number and list of new “gray to green” projects completed per the Campus Master Plan

5.6 Expand and support professional development opportunities for faculty and staff.

**Indicators***:
- Examples of major new internal professional development workshops offered at main campus and Round Rock campus
- Examples of major new internal faculty development sessions offered
- Total number of faculty served through internal faculty development sessions
- Total number of staff served through internal professional development sessions
- Examples of external faculty development opportunities attended by faculty
- Examples of external professional development opportunities attended by staff
- Number of faculty developmental and supplemental leaves awarded

- As a part of the McCoy College faculty externship program, Diane Eure, a lecturer in the accounting department, completed her externship at Mensor Corporation.
Six McCoy College faculty members were awarded faculty development leave during 2013-2014. One faculty member also received the Presidential Research Leave award.

5.7 Continue support for structured, standards-driven web course development and programs that enable faculty to appropriately integrate technology into the teaching-learning process.

**Indicators***:
- Examples of new web-based courses offered compared to prior year
- Number of faculty completing distance education training
- List and/or dollar amount of new resources provided to support distance learning
- List and/or dollar amount of new resources provided to support technology in the teaching and learning process
- Number and list of current excellence in online teaching awards

Mr. Sherwood Bishop, faculty member in the Department of Finance and Economics, received recognition for Excellence in Online Teaching and presented an overview of his online economics class to the Texas State community.

- Two sections of CIS 1323 were offered in an online format.
- Seven McCoy College faculty members completed distance education training, with two receiving Sloan-C Online Teaching Certificate.
- McCoy College technology room that houses our videoconferencing facility was upgraded with new video capturing and streaming equipment to support our online course development and entrepreneurship classes. Total cost: approximately $25,000.
- Several graduate instructional assistants were hired to support faculty teaching online courses. Total Cost: $45,600.

5.8 Reduce deferred maintenance in existing facilities.

**Indicators***:
- List and total cost of deferred maintenance projects completed

5.9 Improve processes outlined in SACS *Principles of Accreditation* to ensure ongoing compliance with standards, while continuously improving overall educational quality.

**Indicators***:
- Number and list of major process improvements made to address specific SACSCOC standards
• IE Council meetings held and participation
• Number of disseminations of SACSCOC-related information

5.10 **Maintain coordinated assessment processes that assist university stakeholders in multiple assessment activities, including strategic planning, student learning and success, and program excellence.**

**Indicators***:
• Examples of new assessment-related process improvements made

5.11 **Effectively utilize alumni and external constituents to influence and generate human and financial capital opportunities.**

**Indicators***:
• Number and list of alumni and new external constituent (parents, family, businesses) outreach activities
• Number and list of alumni and other external constituents (parents, family, businesses) involved with Texas State
• Total dollar amount of alumni and external donor contributions
• Number and percent of alumni and external donors

• The joint meeting of all McCoy College advisory boards was held in January 2014. A major area of discussion pertained to the new AACSB accreditation standards. During the breakout session, Associate Dean Chittenden and department chairs led board members in small-group discussion of how the college can develop quality programs to demonstrate engagement, innovation, and impact.

5.12 **Assess the needs and opportunities to refine Alkek Library utilization to improve support for the achievement of faculty and student instructional and research outcomes.**

**Indicators***:
• Number and list of library assessment activities
• Number and list of library improvements made

5.13 **Ensure regulatory compliance, environmentally responsible practices and the efficient use of energy and water resources.**
5.14 Leverage Enterprise Resource Planning (ERP) and other technology investments to continually improve campus business and instructional support activities.

Indicators*:
- Narrative list of campus business improvements enabled or enhanced by technology
- Number and list of new/enhanced instructional support activities provided

5.15 Complete the Pride and Action campaign plan to achieve the goal.

Indicators*:
- Total dollar amount raised for the year
- Total dollars raised per strategic fundraising priority area

5.16 Promote a safe and secure environment.

Indicators*:
- Number and list of new safety/security support activities introduced
- Increase/decrease in crime statistics
- Number of new educational activities related to applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)
- Percent of required policy and procedure statements updated for the year as a result of applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)
• Number and percent of faculty, staff, and students that have received training related to applicable laws and regulations (e.g., Title IX, Campus Save Act, Violence Against Women Act)