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

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

1.2 Increase number of full-time faculty.

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

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

- McCoy College spent a total of $349,091 on research-related expenses in FY 2013, including $194,235 from the McCoy endowment.

- The college continued its subscriptions to business databases available within the Wharton Research Database Services (WRDS) such as AuditAnalytics, COMPUSTAT, and CRSP as well as those used in the T. Paul Bulmahn Trading Lab such as FactSet, Crystal Ball, MATLAB, and Bloomberg. Further, Qualtrics’ survey implementation and management tool for research data collection is also available.

- The McCoy College debuted a new 90-foot stock ticker outside the T. Paul Bulmahn Trading Lab in fall 2012, a noticeable improvement upon the original 10-foot ticker. Students, faculty and staff can now see the current state of the stock market in greater detail. The trading lab also has received new technological improvements furthering the resources available to students and faculty to enhance their research.

- Several McCoy College departments and the college Research Committee conducted a total 13 brown bag research seminars.

- Each department updated its list of recommended journals for faculty research publication. The combined list was posted to the McCoy College Research site on TRACS.
• McCoy College was a co-sponsor of the Fourth Annual International Research Conference for Graduate Students on the San Marcos campus in November 2012.

1.5 Offer academic programs that are nationally and internationally competitive.

• The Department of Accounting in the McCoy College received its initial AACSB Accounting Accreditation in August 2013. Among other things, the department was recognized for its close alignment with the profession including the TSCPA, TSBPA and the AICPA. Less than one percent of accounting programs worldwide are AACSB accredited.

• The MSHRM and MBA with Human Resource Management emphasis were recognized by the Society for Human Resource Management (SHRM) as being fully aligned with SHRM’s HR Curriculum Guidebook and Templates. Of 301 educational institutions offering HR programs, only 231 have been acknowledged by SHRM as being in alignment with its suggested guides and templates.

• The McCoy College continued to support the Ph.D. program in Materials Science, Engineering, and Commercialization. Drs. Robert Davis, Bill Chittenden, Ray Fisk, Anna Turri, and Mr. Martin Jacobvitz participated by co-teaching courses in the program that integrates business concepts in support of commercialization and entrepreneurship.

• A four-member Financial Management Association team, mentored by Dr. Janet Payne, Associate Professor of Finance, and Mr. Richard Piotrowski, CFA, earned 1st place in the CFA Institute Research Challenge - Southwest U.S. Competition held February 16, 2013 at Rice University. The team progressed to the national competition in Toronto.

• McCoy College’s Net Impact chapter received the International Chapter of the Year Award at the 20th Annual International Conference in October 2012. The Net Impact chapter also won second place in the 2012 XPEDX Worldwide Campus Greening Challenge with their plan to conduct energy audits for small to medium-sized businesses within the community and on campus. This plan was supported by the San Marcos Chamber of Commerce and showed strong community outreach.

• Students from 67 universities competed at the 15th Annual National Collegiate Sales Competition (NCSC) held in March in Georgia. The McCoy team placed 1st in the overall undergraduate division, while a McCoy undergraduate student took 1st place in individual competition. In the graduate division the McCoy team was the overall sales team champion and two McCoy students won the opening sales call, sales maintenance
call, and account maintenance competitions.

• Texas State American Marketing Association (AMA) was recognized as a Gold Chapter based on their chapter plan and annual report. This honor acknowledges Texas State for second place internationally.

• The Texas State team of the Association of Information Technology Professionals (AITP) placed first in Application Development and Business Analytics contests, third in Enterprise Systems competition, and received three honorable mentions in Database Design, Network Design, and MS Office contests at the AITP National Collegiate Conference in April 2013.

• Epsilon Nu Tau (ENT), an entrepreneurship-focused student group, was awarded first place in the case competition at the national ENT conference in April 2013. For the competition, the Texas State team prepared a complete business plan for a pizzeria in Minneapolis, MN.

• The Texas State Sales Competition team was named one of the two top teams at the inaugural International Collegiate Sales Competition held in October 2012 in Florida, winning 2nd place overall. The team pitched Tom James Professional Clothing and competed against 26 teams.

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

• In 2012, the faculty published 117 peer-reviewed journal articles, 37 peer-reviewed conference proceedings, 38 peer-reviewed paper presentations, and 12 books or book chapters. The faculty also made 51 other intellectual contributions (e.g., non-peer-reviewed articles, seminars, monographs, case publications, instructional software, etc.).

• Each year, McCoy College recognizes one faculty member for the strongest research record over the preceding three-year period as the recipient of the Gary V. Woods Research Award, which provides an honorarium to the McCoy College faculty member. Dr. Enrique Becerra, Associate Professor of Marketing, was this year’s recipient of this research award.

• Dr. Li Feng continued to make progress on her $495,575 grant to study “The Impact of Incentives to Recruit and Retain Teachers in Hard-to-Staff Subjects: An Analysis of the Florida Critical Teacher Shortage Program.”

• Dr. Rosie Morris received a grant for $32,000 from the Texas Department of Transportation to study the cost of a design engineering hour.
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.

N/A

1.8 Support faculty efforts in international research.

• Dr. James LeSage, Fields Endowed Chair of Urban and Regional Economics, collaborated with researchers from the Universidad Autónoma de Madrid (UAM), Deusto Business School and the Instituto de Estudios Superiores de la Empresa (IESE) Business School on a grant proposal to analyze internal and external trade integration of a country in the context of non-neutral space with product and agents heterogeneity. This project proposal was a continuation of a previous project that was funded. In addition, Dr. LeSage co-authored ten papers and book chapters with international scholars, participated in the 9th Choice Symposium of Erasmus School of Economics taking place in Noordwijk, Netherlands from June 12-16, 2013, and guest lectured at Wuhan University and Shenzhen Institute for Advanced Technology in China.

• A Chinese translation of Dr. LeSage’s and Dr. Robert Pace’s (2009) Introduction to Spatial Econometrics by Peking University Press was introduced at the 2013 Conference on the Spatial Economy in Wuhan, China in June, where Dr. LeSage also delivered a keynote presentation.

• The Department of Finance and Economics hosted Dr. Esra Satici, Chief of Productivity Analysis for the General Directorate of Turkish Highways, Ankara, Turkey in spring 2013. She collaborated on spatial econometric modeling of transportation flows with Dr. Jim LeSage.

• Dr. Lifang Wang, Professor of Economics in the Management Science and Engineering Department at Northwestern Polytechnical University in Xi’an, China visited Texas State through August 2013 at the invitation of the McCoy College Institute for Global Business. Her research focused on the sustainable use of water resources.

• Dr. Enrique Becerra, Associate Professor of Marketing, spent his development leave in Colombia corroborating on several research projects, including the investigation of the effects of social identification on branding and word of mouth as well as the effects of perceived insecurity on consumer behavior in the Colombian and US markets. As a result of his work, he has developed a research partnership with two marketing faculty members of La Pontificia Universidad Javeriana – Cali, one of the most prestigious universities in Colombia.

• Dr. Ray Fisk, Chair of the Department of Marketing, received the Grönroos
Service Research Award at the SERVSIG 2012 Conference in Helsinki, Finland. This award recognizes innovative research that challenges and expands existing knowledge and theories in the service discipline.

• Dr. Ruth Taylor, Professor of Marketing, continued her research on cross-cultural comparison of business models practiced by Andean hand weavers in Peru and Ecuador as well as marketing of hand woven textiles from Andean weavers in Otavalo, Ecuador.

• Dr. Steve Thompson spent part of his developmental leave consulting with Ernst & Young at their training facilities in Bangalore, India. Ernst & Young is a global leader in assurance, tax, transaction and advisory services.

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

• A $300,000 donation from Tom and Jo Roddy, matched by the McCoy endowment, was used to establish the Tom and Jo Roddy Professorship in Finance in February 2013. The gift is eligible for the Texas Research Incentive Program. Mr. Roddy is a 1966 graduate of the McCoy College of Business and a 2013 Texas State Distinguished Alumnus.

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.

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

• The Texas State Small Business Development Center (SBDC) assisted 774 clients; provided 4,560 hours of client assistance, 107 professional business seminars, workshops and conferences; and helped create 482 jobs and 65 business start-ups. The SBDC provided training for 1,582 participants and facilitated over $19.3 million in loans to qualified businesses. Offices are located in San Marcos, Austin and Round Rock.

• The creation of the Center for Professional Sales was completed in November 2012. Ms. Vicki West was named the founding director. Current partner companies include 3M, ADP, Cox Media, Federated Insurance, Ferguson Industries, First Command, Henry Schein, Liberty Mutual,
Paycom, State Farm, Tom James, Teksystems, and UPS. The center held its first advisory board meeting and discussed the next steps the center should take to become the leading sales center.

- Mr. Bob Montgomery, Vice President for Airport Affairs for Southwest Airlines, and Mr. Richard Yamarone, Senior Economist with Bloomberg, were the keynote speakers at the 2013 Economic Outlook Luncheon on June 27, 2013. Mr. Montgomery delivered an address on changes at Southwest Airlines and the economic impact of their public/private partnerships. Mr. Yamarone discussed the current state and future direction of the national economy. Dr. Bill Chittenden, Chair of the Department of Finance and Economics, moderated a Q&A session between the audience and Mr. Montgomery and Mr. Yamarone. Approximately 500 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.

- Dr. Jim Bell, Professor of Management, coordinated the Manager Education and Development Conference for the Texas Association of Counties during 2012-2013.

- The Institute for Global Business (IGB), in partnership with the Austin U.S. Export Assistance Center, Texas Camino Real District Export Council, Net Impact Student Organization, Greater San Marcos Partnership, and Strategic Sustainable Development Institute, hosted the Texas Goes Global and Green (TG3) Workshop in September 2012. The TG3 Workshop provided training and assistance for exporting “green” products and presented technologies used by small- and medium-size businesses operating in Central Texas.

- The McCoy College Graduate Program collaborated with the College of Science and Engineering to offer an intensive five-day Entrepreneur Boot Camp during summer 2013. It included presentations from noted entrepreneurs and representatives of the investment community. The Boot Camp is designed for students with an interest in starting their own business. Business students are teamed with other students from around campus to work on developing an effective business plan for a product. The plan is pitched to an outside panel on the last day of the program.

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

2.4 Internationalize the curriculum.
• The International Business Minor Committee oversees the International Business minor in the McCoy College of Business. During the course of the year, the committee finalized individual course content, developed a syllabus template for each course in the minor, and developed a set of objectives and learning outcomes for assessment. The number of students in this program has grown from 58 in 2011 to 70 in 2012.

### 2.5 Support faculty and students in pursuing global academic experiences, e.g. study abroad, internships, field placement, research, service learning.

- In summer 2013, Drs. Ivan Blanco and Sindy Chapa accompanied 25 graduate students enrolled in International Marketing (MKT 5330), Cross-Cultural Human Relations (MGT 5375), and International Advertising (MC 5404N) courses to Santiago, Chile as part of an effort to increase opportunities for international education experiences. Students visited businesses, government officials, and participated in a service-learning project with Fundacion Mi Parque, a Santiago-based non-governmental organization.

- In summer 2013, Drs. Vivek Shah and Dennis Smart accompanied 30 undergraduate students enrolled in Enterprise Information Technology and Business Intelligence (CIS 3380), International Business (MGT 3375), Production and Operations Management (MGT 4330), and Strategic Management and Business Policy (MGT 4335) 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.

- Drs. Janet Hale and Jack Mogab taught at Xi’an Jiao Tong University in China during June 2013. Dr. Jack Mogab taught Macroeconomics and Microeconomics while Dr. Janet Hale focused on International Business Law and Public Speaking. Students and professors from around the world were enrolled in these classes.

- Dr. Janet Hale taught International Law at Baden-Wuerttemberg Cooperative State University in Mosbach, Germany during spring 2013 as a part of the Texas State International Exchange Program.

- A new study abroad program in Prague, Czech Republic for the summer of 2014 was approved. The program, proposed by Drs. Jack Mogab and Ken Moon, will focus on economic analysis and investments in the emerging markets of Central and Eastern Europe. The Prague Study Abroad program will begin summer 2014.

- Dr. Jack Mogab served on a panel discussing "International Educational
Experiences” in October 2012. The panel, hosted by the Center for International Studies, was intended for students interested in studying abroad and for faculty interested in arranging internships overseas or study abroad programs.

• The McCoy College co-sponsored “Unpacking Your Study Abroad Experience” event in spring 2013. Drs. Phil Gardner and Linda Gross of Michigan State University discussed the skills and competencies that employers value most from study abroad, strategies to articulate skills learned through study abroad and how to “unpack” these experiences.

• Dr. Ruth Taylor, Professor of Marketing, made a presentation on “Becoming a Certified Global Business Professional and How Fulbright Experiences Assist in the Process” at the Brown Bag Lecture Series sponsored by the Center for International Studies in October 2012.

• Twenty-two students in the McCoy College of Business Administration participated in the Export Fellows Program (EFP), offered by the McCoy College Institute for Global Business in partnership with the Texas Camino Real District Export Council and the U.S. Department of Commerce Export Assistance Center in Austin, in spring 2013. The EFP is a non-credit course providing hands-on training in the basics of exporting and was led this semester by Mr. Ed Jones, a member of the Texas Camino Real District Export Council. Students who completed the program received a Certificate of Completion from the U.S. Department of Commerce.

• Dr. Garry White, Associate Professor of Computer Information Systems and Quantitative Methods, was the guest lecturer on Information Security at Hochschule Ludwigshafen Rhein University of Applied Sciences in Ludwigshafen, Germany.

• As part of an exchange agreement between McCoy College and the Universidad Adolfo Ibáñez, two Texas State students were exchange students at UAI during the fall 2012 semester. Five Texas State students participated in semester abroad exchange programs during spring 2013: two in Mosbach, Germany, one in Viña del Mar, Chile, and two in Brest, France. Also, Drs. Robert Davis, Dennis Dunn, Jack Mogab, and Rosie Morris met representatives from Berlin University and the University of Applied Sciences in the Netherlands to discuss student and faculty exchange program opportunities.

2.6 Maintain a vigorous, targeted recruitment and marketing campaign
2.7 Recognize the role of moving to the FBS in developing the image of the university and enhancing economic and cultural development.

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

- The Department of Accounting offered ACC 2301, ACC 4328, ACC 5303, and ACC 5361 in web-based format.
- The Department of CIS & QM piloted CIS 1323 in an online format. It also offered CIS 5355, 5358, 5364 and 5370 in ITV format.
- The Department of Finance and Economics continued to offer ECO 2301 in a web-based format.
- The Department of Management continued to offer at least one section of MGT 3353 lab and two sections of MGT 4335 in an online format.

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.

- The McCoy College continued to offer "The McCoy Experience Workshop" which focuses on student involvement opportunities in addition to university policies, McCoy College degree requirements, and the university honor code. The workshop was launched to three different cohorts reaching a total of 970 students. For AY 2012-2013, this program was substantially revised in light of the fact that the new PACE Center is now responsible for advising all freshmen.

- An event co-sponsored by the McCoy College and PACE was hosted in McCoy Hall in April to welcome PACE students who will transition to McCoy College in fall 2013. Approximately 40 students participated in a student organization fair and presentations by the CenturyLink Advising Center, Career Services, and Study Abroad program representatives. The event was coordinated by the McCoy College liaison to PACE, CenturyLink Advising Center, Career Services liaison to McCoy College, International Business Committee, and the Dean’s Office.

3.2 Enhance quality and consistency of academic advising services.
• Business Leadership Week is a signature program of the McCoy College that is developed, planned, and coordinated by the CenturyLink Advising Center. It is designed to offer students opportunities to hone their leadership and professional skills while enriching their perspectives of the business world. This year's theme was "Think Globally" and included keynotes, distinguished speakers, guest lecturers, a mini-case competition sponsored by Businessweek, and an interactive fair. Attendance increased from 2,500 participants in 2012 to a record of 3,400 participants in 2013.

• In 2012-2013, the Business Learning Community, in which participants are co-enrolled in core classes and benefit from programs and events based on their areas of interest, consisted of 36 students. The Business Learning Community participated in a two-day workshop with J. Crew called “Dress for Success” and attended a discussion session. Additionally, they toured the McCoy’s Building Supply headquarters in San Marcos.

• Academic advisors conducted 4,993 individual advising appointments and assisted with 11,465 phone calls and 9,292 students at the front desk. Social media tools continue to be leveraged to connect important information and involvement opportunities to students through technological resources they tend to use frequently (Blog, Facebook, Twitter, and LinkedIn).

• The CenturyLink Advising Center implemented a new process to handle Satisfactory Academic Progress (SAP) appeals. This process helps students understand which requirements they are not meeting and what steps they need to take in order to regain financial aid eligibility.

• The Career Services liaison to McCoy College partnered with the CenturyLink Advising Center to offer workshops on topics ranging from cultivating professionalism to the use of social media tools for professional networking and preparing for job interviews.

3.3 Develop an Honors College to better attract and engage high achieving students.

• McCoy College offered the following courses with honors sections: BLAW 2361 (Legal Environment of Business), ECO 2314 and 2315 (Micro and Macro Economics), ECO 3311 (Money and Banking), and MKT 3343 (Principles of Marketing).

3.4 Recognize and support intercollegiate athletics and the arts as vehicles to promote a well-rounded collegiate experience for all students.

• Drs. Jack Mogab and Dennis Smart, Director of the IGB and Associate Professor in the Department of Management respectively, developed an
International Business Research and Consulting Project. The project involved teams of advanced MBA students working with company representatives to address current, company-defined international business issues. Drs. Mogab and Smart met with Mr. Jim Price and Ms. Kaitlin Hopkins from the Department of Theatre to discuss an interdisciplinary project in Chile.

- Dr. Paul Gowens, Professor of Economics, continues to serve as the University's Faculty Athletics Representative (FAR). As FAR, Dr. Gowens plays a key role in oversight of athletics programs, working to ensure the academic integrity of the athletics program and the well-being of student athletes.

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.

As part of our Assurance of Learning process:

1. Dr. Jon Bible, Chair of the McCoy College Curriculum Committee, and Dr. Mayur Mehta, Associate Dean for Undergraduate Programs, met with Drs. Craig Hanks and Robert Fischer of the Department of Philosophy in spring 2013 to evaluate how the PHIL 1320 partnership was working to provide the necessary theoretical foundation of ethics to be leveraged in the ethics-designated business courses. Drs. Hanks and Fischer will review content pertaining to business ethics in PHIL 1320 in the light of this discussion.

2. The International Business Minor Committee, which oversees the International Business minor in the McCoy College of Business, finalized individual course content, developed a syllabus template for each course in the minor, and developed a set of objectives and learning outcomes for assessment.

3. The MGT 4335 (Strategic Management and Business Policy) core course coordinator continued to work with the strategy faculty to improve the assessment of the direct impact of the ethics component of the course, as well as the indirect impact of the ethics components within the overall business curriculum given that this is a capstone course.

4. The MGT 3303 (Principles of Management) core course coordinator continued to improve assessment instruments moving to stand-alone assessments rather than test-embedded questions. This approach will make the collation and interpretation of assessment results much more efficient and effective.

5. Efforts to effectively integrate the professional development component into the MGT 3353/3453 (Business Communication) curriculum continued.
The core course coordinator worked with input from the College Curriculum Committee, dean, business communication faculty, and other department staff and faculty.

6. The Department of Accounting continued its work on refining the goals for its BBA in Accounting program. Additionally, it initiated work on refining the assessment methods and rubrics. Faculty will provide additional analytical and critical thinking questions to the in-class quizzes which will then be used to facilitate discussion with students. More examples of ethical/unethical behavior will be provided throughout the curriculum. The department will continue discussions of coverage and appropriate skill levels for all accounting classes. Faculty continued to integrate updated Gleim/Bisk CPA review questions and CMA adapted questions on tests and quizzes.

7. The Department of Accounting began work on refining goals for the Master of Accountancy program as well as evaluating the effectiveness of the new pre-requisites of all leveling courses going forward.

8. The curriculum of the Master of Science in Accounting and Information Technology was reviewed in depth by the department chairs of Accounting and CIS & QM, with feedback from their respective advisory boards to explore further refinement of the program based on competitive environment and employer demand.

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.

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

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

• The Department of Accounting held its annual "Meet the Firms" event in September 2012. Twenty-six accounting firms and governmental agencies sent representatives to visit with accounting majors and explain the many career opportunities available, and over 100 students attended to learn about these opportunities. A resume book containing 120 resumes of accounting majors was sent to the firms prior to the event.
• Named a Texas State Distinguished Alumnus in fall 2012, Mr. Steven “Blake” Ratcliff, returned to campus to participate in the 2013 Business Leadership Week. Mr. Ratcliff is currently a manager for external integration within the International Space Station Program at NASA.

• Mr. Tony Hale, BBA in Accounting ’94 and MBA ’96, received the 2013 Alumni Achievement Award. Mr. Hale is the President and CEO of Texell Credit Union. He has returned to Texas State several times to serve as a guest speaker in the Studies in Entrepreneurship class.

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

• The college initiated work on developing a professional development curriculum to prepare undergraduate business students to be professionals with business-appropriate soft skills.

• Twenty-one business leaders made presentations to the Studies in Entrepreneurship (MGT 3360) class this year.

• The Accounting Club hosted 23 guest speakers representing several organizations and CPA firms including Ernst & Young, KPMG, PriceWatershouseCoopers, Deloitte, and Internal Revenue Service.

• Texas State SIFE (or Enactus) and the Center for Professional Sales co-sponsored the annual Interview Express event on October 30, 2012. About 25 members of the Center for Professional Sales Advisory Board representing 11 companies visited with 250 students and participated in mock interviews. UPS, 3M, AT&T, Liberty Mutual, State Farm, ADP, Henry Schein, and Teksystems were among the companies represented at the event.

• The Texas State AITP Chapter invited representatives from seven companies to present on current technology trends and careers. CIS majors also attended 10 meetings of the AITP professional chapter in San Antonio where they interacted with representatives from approximately 30 companies.

• Dr. Rob Konopaske, Associate Professor of Management and co-faculty advisor to SHRM, developed a training program which guides student interviewers through a process of identifying the key skills needed for a position, writing structured interview questions to assess those skills, designing a benchmark scoring system, and displaying appropriate verbal and nonverbal communication behaviors. This program will help students increase their human resource management expertise and proficiency in conducting professional, structured interviews in the workplace.
• During the year, three etiquette dinners were offered by the McCoy College at the Embassy Suites Conference Center, one each through Business Leadership Week, the Texas State American Marketing Association, and the McCoy College Graduate Program. These events discussed networking tips in a standing appetizer setting, proper dining procedures, clothing tips, and business professionalism in a dining environment.

• Mr. Ross Wood, Career Services liaison to McCoy College, shared with students strategies for job searching and interviewing, professionalism, how to dress for success, networking and the use of networking tools such as LinkedIn, and how to prepare for mock interviews. Additionally, he performed an extensive review of their resumes. He also presented several workshops on various topics relevant to professional and career development.

• The Department of Finance and Economics Advisory Board met in the fall of 2012. Board members reviewed over 100 student resumes and provided written feedback to the students. The board also conducted 30 mock interviews with students, including a debriefing to discuss each student’s strengths and weaknesses.

• Departments continued to work with the business community to increase the number of internship opportunities. A total of 163 internships were overseen in the College.

• 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.

• Eight GMAT practice sessions were held in San Marcos and Round Rock. Additionally, MBA Program Director, Mr. Matt Painter, conducted five MBA orientation sessions for new students and eight information sessions for prospective students during the year.

• In the Fall 2012 semester, the CIS & QM Department hosted a Freshman/Sophomore Orientation to provide guidance to new CIS majors. Panel participants included current students, faculty, staff, advisors, and employers. Panel topics included, ‘What I wish I had known when I was a Freshman,’ ‘What every student should do to be successful,’ and ‘What employers wish students would start doing as freshmen.’

• In the Fall 2012 semester, the CIS & QM Department hosted a Junior/Senior Orientation to provide guidance to upper level majors. Panel participants included current faculty, staff, advisors, alumni, and
Panel topics included, ‘What every student should do to graduate,’ ‘What employers are looking for in graduates,’ and ‘tips on resume writing, interviewing and dressing for success.’ The panels were then followed up by a resume review and mock interviews.

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

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

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.

4.2 Remain a Hispanic Serving Institution that emphasizes retention and graduation.

• MBA Program Director Matt Painter participated in the National Society of Hispanic MBAs (NSHMBA) recruiting event in Austin.

• The Accounting Club continued to recruit junior and senior students from Holmes High School in San Antonio. Holmes is a magnet school with a predominately minority student population. In the fall, Accounting Club members visited Holmes High School. In the spring, over 150 Holmes High School juniors visited campus for a tour led by Accounting Club members. Lunch with faculty and Texas State students, sponsored by the Department of Accounting, was provided afterward.

• The Department of Marketing hosted students from Jack Yates High School in Houston, a predominantly minority school, on November 30. Approximately 35 students and five high school counselors were in attendance.

• Dr. Margot Quijano represented the Department of Finance and Economics at the Navarro High School Annual Career Fair. She discussed careers in finance and economics with students. Dr. Bill Chittenden was a guest lecturer in three classes at Navarro High School.
• McCoy College participated in the San Marcos Education Fair, which provides an overview of educational services and non-profit organizations available to serve families, especially Spanish-speaking families, in San Marcos.

• McCoy College sponsored two students to attend the Adelante! National Leadership Conference in San Antonio. Students Serena Moreno and Noel Villarreal interacted with Latino students from across the country at the event to improve their communication, leadership and career skills.

• McCoy College is a member of the Ph.D. Project, a program that supports minority doctoral business students and has more than tripled the number of minority business school professors since 1994. Ph.D. Project members at Texas State include Drs. Enrique Becerra, Francis Mendez, Margot Quijano, and Jeremy Sierra.

• The Association of Latino Professionals in Finance & Accounting (ALPFA) student organization was officially recognized by the Office of Campus Activities and Student Organizations to become the 20th student organization in McCoy College. Drs. Bill Chittenden and Margot Quijano serve as faculty advisors.

• The Hispanic Business Students Association (HBSA) continued to offer programs to help with the professional development of business and non-business students of all cultures.

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

• The Texas State chapter of AITP and the Department of CIS and QM co-sponsored the 2012 High School Symposium on October 26, 2012. A total of 250 students representing 15 high schools and 17 high school faculty attended. High school students and teachers took advantage of 17 technical sessions to learn about “Building Your IT Career.” Students also participated in four IT competitions.

• MBA Program Director Matt Painter participated in the annual Texas Swing recruiting event at the University of Mary Hardin-Baylor, the University of Texas-San Antonio, Texas A&M University, Southwestern University, Texas Lutheran University and St. Edwards University. Also, McCoy College Graduate Program representatives attended the fall and spring Job and Internship Fairs at Texas State.

• The CenturyLink Advising Center assisted with the Counselor Showcases hosted by the Office of Undergraduate Admissions to share information with high school and transfer guidance counselors.
• Business Visit Days continued to offer prospective students a unique experience by including a campus tour and option to sit in on a McCoy College class, in addition to attending the Business Basics presentation. Five Business Visit Days were offered in 2012-13, reaching a total of 135 attendees (81 students and 54 guests).

• Ms. Brittany Chrisman and Ms. Bethany Mellum participated in the spring 2013 transfer series at Lone Star College-Montgomery in Houston.

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

• In the fall of 2012, the McCoy College Ethics, Diversity and Sustainability Committee and Net Impact student organization co-sponsored the fourth annual Roundtable 360° based on the university’s 2012-2013 Common Experience theme “A Global Odyssey: Exploring Our Connections to the Changing World.” The event “On Whose Back? A Look at International Ethics” included Professor Lucien Dhooge from Georgia Tech, Dr. Kirsten Jacobvitz from the Department of Finance and Economics, and Dr. Craig Hanks from the Department of Philosophy as panelists. With discussion centering on ethical practices in international business, the event addressed issues of utmost relevance to ethics in a global business environment as part of the Texas State Common Experience.

• Mr. Wayne Noll, Senior Lecturer in the Department of Marketing, and Ms. Jennifer Krou, Senior Lecturer in the Department of CIS and QM, attended the Multicultural Curriculum Transformation and Research Institute.

4.5 Seek historically underutilized business suppliers.

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.

5.2 Increase number of full time staff.
5.3 Attract and retain highly competent staff by providing annual merit increases based on performance.

5.4 Maintain a physical setting that presents Texas State as a premier institution.

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

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

• The McCoy College Development Foundation distributed approximately $292,000 to the college to support faculty development activities, endowed chairs and professorships.

• The McCoy College formalized the faculty externship program that was developed and supported by the McCoy College Advisory Board. Five faculty members applied for externships during AY 2012-2013. Dr. Glenn Tanner, Associate Professor of Finance, completed his externship at USI Insurance Services in Houston while Mrs. Diane Eure, Lecturer of Accounting, completed hers at Mensor Corporation in San Marcos. Three other faculty members are in the process of completing their faculty externships.

• The Gregg Master Teacher Symposium was developed by Dr. Pat Pattison as a part of her professorship. The symposium showcased teaching innovations by McCoy College faculty. Drs. Lawrence Fulton, John Gamino, Janet Hale, and Gail Zank shared their teaching techniques at the first annual Gregg Master Teacher Symposium.

• The McCoy College encourages and supports all academic advisors in the CenturyLink Advising Center to actively participate in the National Academic Advising Association (NACADA) via conference attendance, presentations at national and regional conferences, and submissions to the NACADA Journal.

• Ms. Chandra Bilson, Supervisor of the CenturyLink Academic Advising Center, served as chair of evaluations at the NACADA Region VII/TEXAAN Conference in San Antonio in March 2013. Additionally, all McCoy College
academic advisors volunteered at the NACADA Region VII/TEXAAN Conference.


• Ms. Chandra Bilson and Ms. Bethany Mellum attended the Assessment of Academic Advising Institute in Savannah, GA.

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.

Ms. Jennifer Krou, Senior Lecturer, and Dr. Larry Fulton, Assistant Professor, in the Department of CIS and QM successfully completed the university workshop on creating and teaching an online course. The courses targeted for conversion to an online format are Introduction to Microcomputer Applications (CIS 1323), Business Statistics (QMST 2333), and E-Business (CIS 3317).

5.8 Reduce deferred maintenance in existing facilities.

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

5.10 Maintain coordinated assessment processes that assist university stakeholders in multiple assessment activities, including strategic planning, student learning and success, and program excellence.
5.11 Effectively utilize alumni and external constituents to influence and generate human and financial capital opportunities.

- Business Leadership Week, a program designed to offer students opportunities to hone their leadership and professional skills while enriching their perspectives of the business world, is hosted by McCoy College each spring semester. The theme for this year was “Think Globally.” In addition to keynote speaker Deanna Okun, Former Chairman of the United States International Trade Commission, and distinguished speaker Ms. Mrinalini Ingram, Senior Director of Strategy for Smart+Connected Communities at Cisco Corporation, many McCoy College alumni participated as guest lecturers. Events also included an executive leadership panel, mini-case competition for student organizations, an interactive fair in McCoy Hall, and an etiquette dinner.

- Students in the Business Plan Development course (MGT 4350) presented their business plans to the judges’ panel which included two past entrepreneurship alumni as well as two other Texas State alumni.

- The McCoy College Advisory Board met in October 2012 with 24 members in attendance. The 2012-2017 McCoy College Strategic Goals were reviewed as well as the major areas of focus for the 2013 academic year. Dr. Bob Davis, assisted by Drs. Bill Chittenden and Gail Zank, led the board in a discussion of the McCoy College MBA graduate program.

- The Department of CIS & QM Advisory Board met twice during the year to discuss CIS, QM and MSAIT programs and curriculum. Recommendations will be evaluated to review/revise CIS/QM course and concentration offerings as well as the MSAIT program.

- The Department of Accounting Advisory Board met twice during the year to discuss the undergraduate curriculum, tracks within the MACy program and the MSAIT program. Curriculum changes were recommended based on skill sets recruiters are looking for in graduates and with an aim to improving CPA exam pass rates.

- MBA alumni events were held in Austin and Houston with over 110 alumni in attendance.

- The 10th Annual Accounting Club Golf Tournament was held on September 22 at the Quail Creek Country Club in San Marcos. A total of 40 firm representatives and alumni, 51 students, and four faculty members teed off in a scramble style tournament. Winners were awarded prizes, and the group enjoyed lunch together following the tournament.

- The Accounting Club hosted an Alumni Dinner at the McCoy College of Business in fall 2012. There were 40 firm representatives, 45 students, and
seven faculty members in attendance.

• The Department of CIS and QM continued to sponsor the annual AITP Banquet in the fall semester to bring alumni and professionals back to campus.

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.

N/A

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.


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


5.16 Promote a safe and secure environment.