

# 2017-2023 Texas State University Plan

## 2018-2019 Plan Progress

College/Unit/Division: McCoy College of Business

### Administration

#### 1. Promote the success of all students.

##### 1.1 Plan and implement activities aimed at improving the overall student experience and satisfaction.

- Number of students in the current year involved in curricular and co-curricular activities that indicate high levels of satisfaction or have received special recognitions
- Number of students in the current year involved in activities aimed at improving student experiences
- Number of TxState Mobile Application downloads in the current year
- Number of interactions with the TxState Mobile Application in the current year
- Number and total cost of NEW campus enhancement projects completed
- Number of NEW voluntary meal plans purchased by students
- Increase in total dining and vending sales volume compared to prior year
- Increase in bookstore sales volume other than course materials compared to prior year
- Decrease in percentage of students cancelled for non-payment by payment due date compared to prior year

##### 1.2 Manage student enrollment, both at the graduate and undergraduate level.

- Graduate and undergraduate enrollment figures compared to prior year

##### 1.3 Increase student retention and graduation rates.

- Student retention rates for all levels (i.e., first-time undergraduate, transfer undergraduate, first-time master's, first-time professional, and first-time doctoral) compared to prior year
- Student graduation rates for all levels (i.e., first-time undergraduate, transfer undergraduate, first-time master's, first-time professional, and first-time doctoral) compared to prior year
- Student retention rate increases in academic or support services department-identified retention programs for the current year

N/A

**1.4 Increase scholarship and grant resources to enhance recruitment, retention and graduation of students.**

- Number and dollar amount of NEW and total scholarships awarded, including merit scholarships
- Number and total dollar amount of all grant resources for the current year

**1.5 Enhance advising, academic support programs and services to ensure student success.**

- Undergraduate student to academic advisor ratios at university and college level compared to prior year
- Number of students served by advising centers compared to prior year
- Number of students served by the Student Learning Assistance Center compared to prior year
- Number of students served by the Writing Center compared to prior year
- Number of NEW programs/activities and number of participants that ensure student success (provide one example)

N/A

**1.6 Ensure marketable skills are incorporated into curricular and co-curricular experiences.**

- Number of academic programs for which marketable skills have been identified compared to prior year
- Number of continuing education courses for which marketable skills have been identified compared to prior year
- Number of NEW curricular and co-curricular programs and experiences that have incorporated marketable skills components in the current year

**Marketable skills were incorporated in both of the new masters programs:  
MS in Data Analytics and Information Systems  
MS in Marketing Research and Analysis.**

**1.7 Prepare all students to achieve their career goals and make positive and meaningful contributions as they interact in a diverse and increasingly global society through an inclusive program of learning and engagement, rich with diverse perspectives.**

- Number of NEW career support programs provided and number of participants
- Number of academic credit internships/practica completed by students in the current year as measured by Semester Credit Hour (SCH) in sources as coded

- Number of face-to-face career counseling and career advising appointments for the current year
- Percentage of students in the current year who report employment or graduate/professional school plans in the Graduating Student Outcomes-First Destination survey

**1.8 Provide educational programs and co-curricular activities that foster community, service learning, leadership, career exploration, and personal development.**

- Number of NEW educational programs provided and total number of participants

N/A
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- Number of NEW co-curricular activities provided and total number of participants

<b>Creation of new student organization: Data Analytics Club: 10 members</b>
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- Number of NEW course sections transformed or created with a service learning component

**1.9 Leverage data and analytics to support growth in student success and institutional processes.**

- Number of NEW enrollment management (e.g., recruitment, admissions, financial aid, retention) policies that result from the use of actionable data
- Number of NEW dashboards, data and analytical reports published

**1.10 Establish the appropriate processes, procedures, and tools to support the necessary accommodations for constituents with disabilities.**

- Number of students with disabilities participating in support programs and services in the current year
- Number of NEW electronic and/or physical ADA compliance processes, procedures and tools completed/available

**1.11 Support the success of students by continuously improving the function, condition, reliability, and aesthetics of the facilities and grounds of the university.**

- Number and total cost of NEW space repair and renovation projects completed
- Number and total cost of NEW campus enhancement projects completed
- Number of NEW or modified facilities construction and/or improvement projects in which the Department of Athletics was involved in collaborative planning, improving technology, and/or space utilization and optimization

**1.12 Provide a supportive environment for students, including student athletes, that encourages academic excellence, character development, and respectful interaction with others.**

- Academic progress rate (APR) of student-athletes for the current year compared to NCAA national average
- Student-athlete retention rates (i.e., first-time undergraduate, transfer undergraduate, first-time master's) compared to entire student body
- Student-athlete graduation rates (i.e., first-time undergraduate, transfer undergraduate, first-time master's) compared to entire student body
- Number of NEW or modified programming for student-athletes that encourage academic excellence, character development, and respectful interaction with others
- Number of NEW or modified programming for student-athletes that promote their emotional, physical, and intellectual well-being

**1.13 Provide all students with quality engagement opportunities that model the values associated with equitable competition, engender university pride, positive community relations, institutional prestige, and promote student well-being and development.**

- Number of service learning hours completed by students enrolled in service learning designated courses compared to prior year
- Number of NEW curricular and co-curricular programs/activities that provide students with quality engagement opportunities (provide one example)

N/A

- Number of student curricular and co-curricular competitions in the current year that receive special recognition

**James "Jake" Negvesky, BBA in Economics, was named the recipient of the 2019 LBJ Outstanding Senior Student Award.**

**The team of Computer Information Systems students Mr. Grant Dorsey, Mr. Michael Mann and Mr. Diego Abelar from Dr. Tahir Ekin's QMST 4373C Topics in Data Analytics course, were awarded honorable mention at the Texas State University Undergraduate Research Conference in April 2019 for their work titled "Crash Course: Predicting Injuries."**

**The McCoy College Net Impact student organization was selected by Microsoft Corporation as one of four universities to participate in the Microsoft Community Impact Pitch-Off. In addition to Texas State, Arizona State University, the University of Illinois at Chicago and the University of Iowa had teams of 2-5 students submit proposals for community impact ideas. Twelve teams competed in the Texas State event. The winning team, F.E.E.D. Optimizing Food Operations Management, received \$1,000 plus an additional \$5,000 to help implement their**

**winning proposal.**

**Three McCoy College students were awarded university sponsored undergraduate research fellowships.**

**Marketing majors, Mr. Max Witcher and Ms. Jade Rodriguez were each recognized as the #1 intern for their respective 2018 summer internships. Mr. Witcher was recognized by Software Advice with a cash prize and a recognition dinner, and Ms. Rodriguez was recognized by Enterprise Holdings Inc. at a luncheon in San Antonio. Both companies are corporate partners with the McCoy College Center for Professional Sales.**

**McCoy College's Beta Gamma Sigma chapter was awarded an Honor Roll Scholarship in recognition of achieving Highest Honors Chapter status. Accounting and finance major, Ms. Lauren Chrietzberg will use the scholarship to attend the 2018 Global Leadership Summit in November in Chicago, IL.**

**The Department of Accounting sponsored its first student team to compete in the Institute of Management Accountants (IMA) Student Case Competition. The team of undergraduate accounting majors, Mr. Joey Courville, Ms. Peyton Dilts, and Mr. Greg Russell along with MSAIT students Ms. Elisa Amkreutz and Ms. Julia Lara, placed among the final four out of a total of 25 competitors.**

**In October 2018, 21 members of the student chapter of the Association of Information Technology Professionals travelled to Amarillo, Texas to compete in the USITCC South Central Regional Student Conference. Mr. Mark William Evans & MS. Jun Uribe placed 1st and Ms. Mariella Burgos Diaz & Mr. Josh Dahlem placed 3rd in Network Design; Ms. Athena Mills & Mr. Noel Juarez placed 2nd in Mobile Applications, and Ms. Mariella Burgos Diaz placed 3rd in PC Troubleshooting. A total of 144 students representing 13 universities attended.**

**Mr. Cedrik Chavez, a Digital Media and Innovation major with a Business minor attended the Forbes Under 30 summit in Boston, MA in September. Mr. Chavez is the first student from Texas State to be named a Forbes Fellow Under 30 and to be invited to attend this event.**

**The Center for Professional Sales Case Competition team was one of 12 finalists from across the United States in the AT&T National Sales Competition event.**

**The Department of Finance and Economics CFA Challenge Team consisting of five finance undergraduate students and mentored by Dr. Janet Payne, reached the finals of the national competition.**

**The McCoy College Net Impact student organization had three teams selected to present their ideas at the SXSW Innovation Fair: Virtual Reality Training for Emergency Medical Services of Austin; Resurrection Bread; and Bobcat Clean Air Project. Resurrection Bread was selected to present and won the mini pitch-off with a prize of \$1,000 to start implementation of their idea.**

**Finance students, Mr. Bryce Curtis, Mr. Trevor Raedisch and Ms. Hailey Wingfield,**

won 2nd place at the 16th Annual Texas Investment Portfolio Symposium Portfolio Management Competition. The team is advised by Dr. Holland Toles.

In April 2019, 16 members of the student chapter of the Association of Information Technology Professionals travelled to Galveston, Texas to compete in the USITCC National Student Conference. Students Mr. Martin Cantu & Mr. Juan Uribe won 2nd place in Network Design and Mr. En Emerson & Mr. Ray Beecham received Honorable Mention in Application Development.

Sixteen members of the student chapter of the American Marketing Association travelled to New Orleans, LA to represent Texas State at the national collegiate conference. The team won the top five chapter award, Ms. Melissa Black was named Student Marketer of the Year; Ms. Melissa Black and Ms. Alisha Mohammed, were awarded 3rd place at the American Marketing Association (AMA) Wall Street Journal Collegiate Case Competition; Ms. Dianna Ventura and Ms. Katherine Telford ranked 5th and 6th, respectively, in the Outbound Sales Competition; and Mr. Logan Taylor and Ms. Alisha Mohammed were finalists in the Perfect Pitch Competition. Additionally, Dr. Karen Smith received an Outstanding Faculty Advisor Award.

A team of undergraduate accounting majors qualified as one of four finalist teams ("Final Four") for the Student Case Competition sponsored by the Institute of Management Accountants. This is only the second year Texas State has prepared a submission and the teams finished in the Final Four both times. The faculty advisor is Dr. Carolyn Conn.

The Texas State Chapter of Beta Alpha Psi was recognized as a Superior Chapter for AY '18 by the Beta Alpha Psi Board of Directors.

MAcy student Mr. Tyler D'Angelo was awarded an ACFE Global Fraud Conference scholarship by the Association of Certified Fraud Examiners. Only 12 students receive this scholarship annually from among hundreds of applicants from around the globe and he is the first Texas State student to receive the scholarship.

- Number of students and their total service hours in the current year involved in verifiable community service activities
- Number of events held on Texas State campuses for the current year that provide opportunities for students to engage, through observation or participation, that model the values associated with equitable competition and engender university pride

## **2. Offer high quality academic and educational programming.**

### **2.1 Introduce new academic programs that meet the economic and cultural needs of the region and the state.**

- NEW academic programs proposed during the current academic year

- NEW academic programs approved during the current academic year
- Online and hybrid SCH as a percent of overall SCH offered

**2.2 Provide quality educational programming that leverages diverse perspectives embedded in an inclusive learning environment.**

- Number of NEW or modified academic programs that added multicultural or multi-perspective content

**Two faculty participated in the Multi-Cultural Curriculum Transformation Program converting two courses within the accounting and finance programs.**

- Number of NEW or revised courses with multicultural or multi-perspective content
- Number of educational or training sessions held in the current year for members or groups within the Texas State campus community that contain information concerning the value of diverse perspectives

**2.3 Enhance and expand the Honors College experience to attract high-achieving students.**

- Number and percent of students enrolled in Honors College courses offered compared to prior year
- Percent of students in each college participating in the Honors College compared to prior year
- Number of NEW Honors sections offered
- Number of Honors College graduates compared to prior year

**2.4 Improve the capabilities in our learning spaces and learning environments to better foster creativity, enable collaboration, and encourage discovery.**

- Number of NEW programs/activities that improve capabilities in the learning environment (provide one example)
- Number of NEW programs/activities that improve capabilities in online learning environments
- Number, percentage, and capacity of active classrooms
- Number and capacity of diverse learning environments in the university libraries
- Number and total cost of NEW classroom and teaching laboratory enhancement projects

**2.5 Transition Texas State's Learning Management System environment to a more integrated, robust, and modern integrated learning system.**

- Number of NEW transitional learning management system (LMS) activities implemented
- Percentage of courses being taught in the new LMS

**2.6 Support the growing academic requirements of the university by improving the condition and reliability of academic facilities and technology, creatively assisting departments in optimizing their use of space, and collaboratively planning and constructing new facilities.**

- Number and total cost of NEW capital projects resulting in square footage additions coded as “Academic”
- Number of NEW technology initiatives implemented during the current year and total cost
- Percentage of classrooms upgraded technologically for the current year
- Average age of computers in computer labs (includes learning commons)

**2.7 Increase national and international visibility and presence by supporting curricular and co-curricular initiatives that prepare students to be responsible citizens.**

- Number of faculty-led study abroad programs for the current year
- Number of students studying abroad for the current year
- Number of NEW institutionally-recognized international exchange programs
- Number of students participating in Study-in-America for the current year
- Number of NEW curricular and co-curricular service learning programs that prepare students to be responsible citizens (provide one example)
- Number of students participating in NEW global immersion programs

### **3. Achieve significant progress in research and creative activity as measured by national standards.**

**3.1 Achieve National Research University Fund (NRUF) Eligibility.**

- Total restricted research expenditures
- Total endowment funds
- Number of Ph.D. degrees awarded
- 5-year master’s graduation rate
- 10-year doctoral graduation rate
- Percent of first-time entering freshman class in top 25 percent of high school class
- Status as member of Association of Research Library membership, Phi Beta Kappa Chapter, or Phi Kappa Phi Chapter
- Association of Research Libraries (ARL) Library Investment Index ranking
- Number of tenured/tenure-track faculty who have achieved international and national 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



N/A

- Number of Ph.D. programs

### **3.2 Develop new graduate programs to advance the university's research goals.**

- Number of NEW graduate programs proposed during the current year
- Number of NEW graduate programs approved during the current year
- Number of graduate students enrolled compared to prior year
- Number of graduate degrees awarded compared to prior year

### **3.3 Encourage and promote student research opportunities.**

- Number of NEW curricular and co-curricular programs that provide students with research opportunities (provide one example)

N/A

- Number of students participating in the Undergraduate Research Conference and Honors Thesis Forum compared to prior year
- Number of graduate students completing thesis or dissertation projects compared to prior year

### **3.4 Expand support to the research community by enhancing resources to support the evolving requirements while developing a staff of research professionals to support and assist researchers.**

- Total research and development expenditures
- Number of proposals developed with the assistance of Research and Sponsored Programs staff and grant writing contractors compared to prior year
- Total number and utilization of High Performance Computing (HPC) nodes
- Number of technology mitigation plans for research grants
- Number of NEW research job postings along with average time to fill
- Number and total cost of NEW capital projects resulting in square footage additions coded as "Research"
- Increase in number of research-specific Environmental Health, Safety and Risk Management training courses taught compared to prior year (including attendance)
- Decrease in the number of lab safety inspection violations compared to prior year

### **3.5 Foster a university-wide culture that promotes, rewards, and celebrates interdisciplinary research, scholarship, creative activity, innovation, and community engagement.**

- Number of applications for Multidisciplinary Internal Research Grants (MIRG) compared to prior year

## **4. Provide the necessary services, resources, and infrastructure to support the university's strategic direction.**

### **4.1 Offer competitive salaries to attract and retain highly qualified faculty and staff.**

- Median salary levels for each faculty rank including professor, associate professor, assistant professor, and lecturer
- Percent increase in average staff salary levels for all ranks
- Comparison of median salary by position at Texas State with median salary in the local market for staff and to CUPA-HR national data or appropriate peer set for faculty
- Percentage of positions with an identified market benchmark

### **4.2 Plan and implement programs to help improve faculty and staff recruitment, hiring, and retention in order to support a highly qualified, diverse, motivated, and satisfied workforce.**

- Number of NEW programs and activities that provide assistance in strengthening faculty/staff recruitment, hiring, and retention
- Number and percent of African American, Hispanic, and other diverse faculty and staff compared to prior year
- Annual turnover percentage of regular faculty and staff (by title, FLSA classification, years of service, age, diversity, division)
- Number of online recruitment advertisements of job postings and advertising sources for the current year
- Number of applications received for staff positions (total, per posting, and average by FLSA classification) for the current year
- Time to fill a staff position (overall and by division, FLSA classification) for the current year
- Time to complete staff new position and reclassification job audits for the current year
- Percentage of Performance Management assessments completed by annual May 31 due date
- Number of WellCats members, events, and participation for the current year

### **4.3 Promote excellence through effective planning, policy development, assessment, and reporting to ensure the continuous improvement of programs and services.**

- Number of involvement and contribution levels in annual plan progress reporting
- Number of university and division policies that are current/delinquent
- Number of NEW policies developed or updated

- Number of responsible areas that are completing assessments and demonstrating continuous improvement for the current year
- Number of administrative peer reviews conducted for the current year
- Number of program reviews completed/submitted to the Texas Higher Education Coordinating Board for the current year
- Number of required major state and national reports completed and submitted for the current year

**4.4 Implement fundraising initiatives in support of the university’s strategic direction.**

- Total dollar amount raised for the current year
- Total dollar amount raised per strategic fundraising priority area

**4.5 Provide training and educational resources to enhance personal and community safety.**

- Number of NEW safety support activities introduced
- Number of NEW educational activities related to applicable laws (e.g., Title IX, Campus Save Act, Violence Against Women Act)

**4.6 Enhance information security practices to better predict, prevent, detect, and respond to threats to Texas State’s information systems and data.**

- Number of security breaches in the current year
- Number of applications using Two Factor Authentication
- Number of reported security incidents for the current year

**4.7 Continue to improve strategies and models for governance and planning that are transparent and inclusive.**

- List of NEW published models or processes to support governance and planning decisions

**4.8 Expand Round Rock Campus resources and space to support the move of the College of Health Professions and growth of other academic offerings at this location.**

- List of NEW capital projects completed at Round Rock Campus and total cost
- Dining and vending sales volume at Round Rock Campus compared to prior year
- Number of NEW non-faculty positions added at Round Rock Campus
- Number and total cost of NEW technology initiatives implemented at Round Rock Campus during the current year
- Total technology expenditures for the current year at Round Rock Campus

**4.9 Increase the utilization and effectiveness of available technologies through more impactful implementations, education, training, marketing, and communications.**

- Number of IT-related communication and marketing events for the current year
- Adoption rates of new technology implementations/upgrades

**4.10 Enhance the experience of the university community by continuously improving processes and interfaces.**

- Number of NEW campus business improvements
- Number of electronic documents processed through Adobe Sign
- Number of NEW functionalities implemented via mobile technology
- Number of NEW cloud solutions vetted and approved
- Increase in percentage of employees signed up to receive electronic W-2s compared to prior year
- Decrease in percentage of Outstanding Charges Receivable compared to prior year
- Increase in number of vendors in the TSUS Marketplace compared to prior year
- Increase in percentage of automatically paid invoices using 2-way match compared to prior year
- Increase in utilization of Concur Travel Management tools compared to prior year

**4.11 Provide a diverse and inclusive environment of support to achieve the highest level of performance for all members of the campus community.**

- Number and percent of ethnically diverse faculty and staff compared to prior year
- Number of NEW cultural and diversity programs

**4.12 Effectively engage alumni and external constituents to influence and generate human and financial capital opportunities.**

- Number of NEW external constituent outreach (parents, families, business) activities and number of participants

**Three new alumni luncheons targeted at Student Managed Investment Fund alumni were held in Austin, Houston, and San Antonio. A total of 50 alumni attended.**

**A 15<sup>th</sup> McCoy College Foundation Anniversary Reception was held with 50 people in attendance. Commorative coins were sent to 120 fund donors.**

**The college hosted a luncheon for 40 retired McCoy college faculty and staff.**

- Number and percent of alumni (undergraduate degree holders) donating to Texas State compared to prior year

- Number and percent of recent (graduated within last five years) alumni donating to Texas State compared to prior year
- Number of NEW alumni achievement awards for the current year
- Number of NEW Alumni Association sponsored and co-sponsored events and number of participants
- Number of NEW recognized alumni chapters
- Number of NEW alumni chapter-hosted events and number of participants

**4.13 Provide programs and services that support and enhance the health and wellness of the university community.**

- Number of NEW student health and wellness activities provided and number of participants

N/A
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- Number of NEW faculty and staff health and wellness activities provided and number of participants
- Employee Assistance Program utilization rate compared to prior year

**4.14 Provide a competitive, high-profile, diverse, equitable athletics program, in compliance with applicable rules and regulations, which increases university prestige and creates exciting engagement opportunities.**

- Number of NCAA Division I events held for the current year that provided engagement opportunities for faculty, staff, students, alumni, and the community-at-large

**4.15 Support the growing requirements of the university by enhancing the condition and reliability of the university infrastructure, creating redundancy to support essential building operating systems, and collaboratively planning and constructing new facilities.**

- Number of deferred maintenance projects completed for the current year and total cost
- Number and total cost of NEW infrastructure repair and renovation projects completed
- Total square footage of NEW construction or additions completed
- Percentage of data switches less than five years old
- Percentage of servers in the data center running under virtual machines