



UNIVERSITY *of*
West Georgia®

Richards
College of Business

Annual Report for 2009-2010

Prepared by
Faye S. McIntyre
Dean and Sewell Chair of Private Enterprise

Introduction

The 2009-10 academic year was one filled with challenges and successes for the Richards College of Business. This annual report summarizes the major strategic initiatives and progress toward strategic goals during 2009-10 and concludes with an outline of important issues for the upcoming year.

Strategic Initiatives

Faculty-led committees continued to enhance participation in leadership and strategic initiatives.

The Strategic Planning Committee:

- Began discussions with Mr. O’Neal concerning faculty consulting;
- Recommended revision of the RCOB Mission Statement to faculty;
- Met with Board of Visitors and Accounting Advisory Board to facilitate revision of RCOB Strategic Plan;
- Incorporated lecturers in the Promotion & Tenure annual notice;
- Recommended changes to the Professional Qualifications requirements in the RCOB handbook;
- Recommended password protected website for strategic planning and assessment documents;
- Recommended distribution of study abroad scholarships equally among all RCOB programs; and
- Several members attended an AACSB webinar on faculty sufficiency and qualifications.

The Undergraduate Programs Committee:

- Reviewed the RCOB undergraduate assurance of learning process (timeline, writing assessment, courses used in assessment, etc.);
- Reviewed, discussed, and provided feedback to faculty on the assessment of various learning goals;
- Attended an RCOB assessment workshop;
- Reviewed and recommended changes to the BBA learning goals;
- Developed learning objectives for each learning goal;
- Developed an “internal” test (as a replacement for ETS Field Exam) to assess business content knowledge;
- Approved new courses and modifications in existing courses in accounting, information systems, finance and management;
- Approved changes in information systems and management minors;
- Selected RCOB undergraduate scholarship recipients; and
- Several members attended AACSB assessment seminars and conferences.

The Graduate Programs Committee:

- Reviewed the RCOB MBA assurance of learning process (timeline, writing assessment, courses used in assessment, etc.);
- Made recommendations in the areas of performance rating, results, and rubric measurements;
- Recommended that Graduate Catalog wording with respect to GMAT waivers to be changed to “in a limited number of cases,” instead of “in rare cases;”

- Recommended replacing BUSA 5100 (required of all MBA and MPAcc students admitted without a BBA degree) with modules on Marketing, Management and Information systems;
- Attended an RCOB assessment workshop;
- Reviewed and recommended changes to the MBA learning goals;
- Developed learning objectives for each MBA learning goal;
- Recommended adding a new course in the MBA and the MPACC program to accommodate the ESCEM study abroad graduate course;
- Selected RCOB graduate scholarship recipients; and
- Several members attended AACSB assessment seminars and conferences.

Based on recommendation from the Strategic Planning Committee and discussions in meetings, faculty and staff voted to revise the RCOB's mission statement and statement of ethical values. The mission of the Richards College of Business is to educate and prepare students for positions of responsibility in business and leadership. The statement of ethical values (previously called statement of ethical expectations) is: "The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions." Both of these changes will be discussed with the Board of Visitors, Accounting Advisory Board and Dean's Council of Student Leaders in Fall 2010. Discussions of revisions to the RCOB strategic goals began this year and should be completed in the coming months.

Accreditation

The dean's office worked with AACSB staff to finalize the RCOB's maintenance of accreditation peer review team members and dates for the visit. The visit will be October 23 – 25, 2011. The team will consist of:

Willie Hopkins, Business Chair
 Kjell Knudsen, Business Member
 Jim Scheiner, Accounting Chair
 Hank Davis, Accounting Member

Initial conversations began to discuss needed documentation and a pre-visit with the chairs. Both business and accounting chairs agreed to visit the RCOB during Spring 2011 to provide preliminary feedback. Dean Lynne Richardson of Mississippi State University has agreed to provide a consulting visit Fall 2010 for a preparedness evaluation.

Efforts directly related to AACSB accreditation included mission, strategic goals and ethical values revisions; an assessment workshop for members of several committees; a strategic planning retreat for all faculty and staff; strategic planning exercises with Dean's Council of Student Leaders, RCOB Board of Visitors and Accounting Advisory Board; and a faculty/staff meeting that discussed course improvements from assessment and college-wide discussions of how best to close the loop in the BBA and MBA programs.

Faculty and Staff Issues

RCOB staff began a three-phase program to implement new records management policies instituted by UWG. As of Summer 2010, progress was as follows:

- Identify records retention requirements and purge records in department offices accordingly – Complete
- Develop summary guidelines for departments and individual faculty - In Process
- Standardize filing systems and records management across departments – Fall Semester, 2010

Dr. Mary Kassis joined the dean's team for 2009-10 as Interim Associate Dean. Throughout the year, Dr. Kassis worked closely with both undergraduate (UPC) and graduate (GPC) program committees in evaluating the processes used for assessment of RCOB programs. In addition to faculty and administrators attending AACSB conferences and seminars, the RCOB held a day-long assessment workshop for members of DAC, UPC, and GPC. The December faculty meeting included a discussion of course and program improvements resulting from assessment and discussion of closing the loop in several areas. An assessment retreat is scheduled for Fall 2010 with the entire faculty and staff.

The RCOB had another successful year recruiting new faculty and staff. Ms. Denise Mitchell joined the RCOB as administrative assistant to the associate dean. Additionally, the following faculty have been recruited and will begin Fall 2010:

Dr. Blaise Bergiel, Interim Associate Dean and Visiting Professor of Marketing
Dr. Lynne Bible, Professor of Accounting
Ms. Samantha Dukes, Lecturer of Management
Ms. Kim Holder, Lecturer of Economics
Dr. Chris Geller, Lecturer of Economics
Mr. Michael Hopper, Lecturer of Accounting

A number of new university initiatives began this year, and RCOB faculty and staff attended numerous training sessions. Topics included training for classroom AV equipment, P-card, eTime employee and manager inputs, People Soft budget reports, new budget procedures, Degree Works, ITS Red Dot (beginner and intermediate sessions), ADP reimbursement programs, cash handling policies, and records management.

Strategic Goals

Progress toward the four strategic goals for the Richards College of Business is highlighted below.

Strategic Goal #1

Admit quality local, regional, national, and international students and provide them with an educational experience that will prepare them to achieve future career excellence.

As seen in Figure 1, RCOB record enrollments in Fall 2008 of 2,079 fell back to 1,997 in Fall 2009. When adding the 135 students enrolled in business education programs offered jointly through the RCOB and College of Education, the RCOB was responsible for 2,132 under-graduate and graduate students, down slightly from Fall 2009 and remaining approximately 19% of the UWG student population.

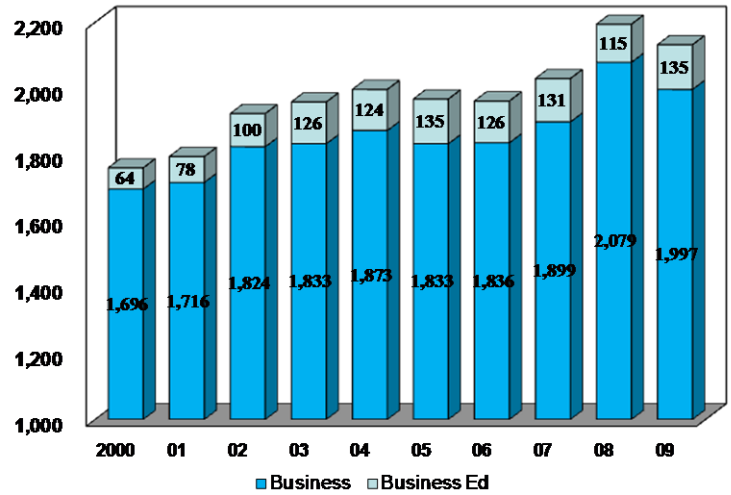
While fall headcount is down from the previous year, Figures 2 and 3 show that both student credit hours (SCH) generated and degrees conferred were at record levels this year. SCHs (seen in Figure 2) reached 43,173, and a record 428 degrees were conferred through the RCOB in FY 2009 (seen in Figure 3). MBA degrees conferred reached an all time high, as did the MPAcc and BBA degrees. Table 1 provides the distribution of degrees by major.

The decrease in headcount with concurrent increases in degrees and SCHs may be the result of changes in tuition over the past few years along with a change in tuition structure that began Fall 2009. As the costs of education continue to rise, business students appear to be completing their degrees in shorter times, taking more classes and graduating in fewer semesters than previously.

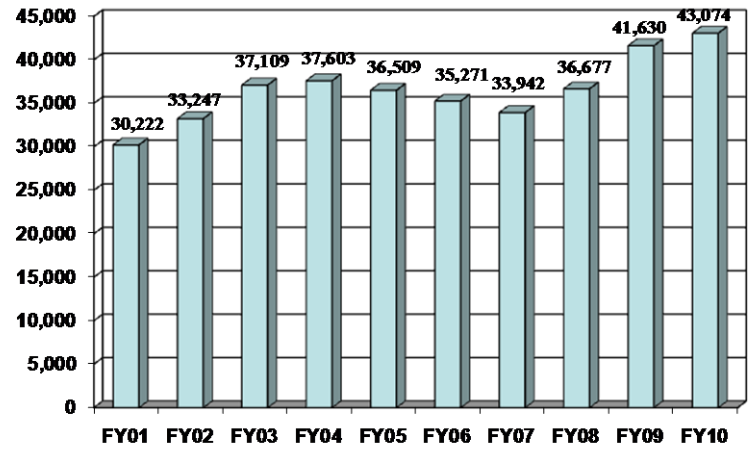
Faculty and staff in the RCOB were active in student recruitment activities throughout the year. RCOB representatives were present at the Festival of Majors, all Visitation Days, and New Student Orientations. Promotion for graduate programs included billboard on Interstate 85, direct mail communications with prospective applicants, and attendance at numerous recruiting fairs.

During 2009-10, the RCOB Mentor Program was in its second year of full implementation after being piloted in 2007-08. Students were matched with alumni and area business executives for a year-long program. Three formal meetings were scheduled throughout the year. A consultant was brought in for the first and third meetings to

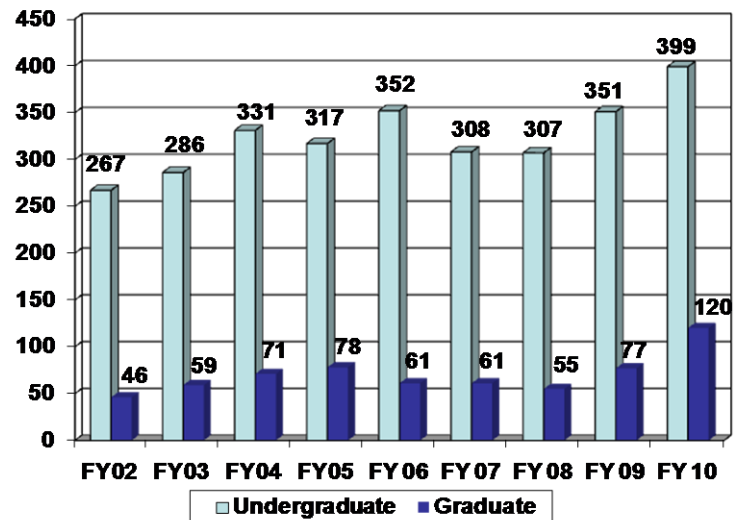
**Figure 1
Fall Headcount**



**Figure 2
SCH Generated**



**Figure 3
Degrees Conferred**



discuss how to manage the mentor relationship, and one of our mentors presented at the second meeting. Responses from both students and executives were positive, and plans are to make this a permanent offering in the RCOB.

The RCOB was again included in *Princeton Review's* “Best Business Schools” publication. The RCOB chapter of Beta Gamma Sigma held its 26th annual initiation, with 100% acceptance from those invited to join. The RCOB Chapter was recognized as a 2009 Beta Gamma Sigma Premier Chapter. This is the sixth year the RCOB Chapter has achieved this status, and Chapter students continue to be eligible for BGS scholarships.

A new advising process began this year, with both pre-majors and majors in most areas receiving scheduling advice from RCOB advisors and career advice from faculty. Initial results are positive. Continued evaluation of the process will continue into next year.

**Table 1
Degrees Conferred**

	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10
Bachelor of Arts in International Economic Affairs*	3	2	8	11	2	3	3	4	5
Bachelor of Science in Economics* and BS Economics – Secondary Education**	5	4	14	7	14	7	16	14	18
Bachelor of Business Education**	3	4	8	3	6	7	5	3	7
Bachelor of Business Administration	256	276	303	296	330	291	283	332	369
Master of Business Administration	20	29	42	37	30	23	21	49	82
Master of Business Education **	16	17	18	31	27	28	26	14	17
Master of Professional Accounting	10	7	6	5	3	6	4	10	18
Specialist in Business Education **	0	6	5	5	1	4	4	4	3
ROCB Total	313	345	404	395	413	369	362	428	519

* Program offered jointly with College of Arts & Sciences

** Program offered jointly with College of Education

Strategic Goal #2

Provide students with dynamic and up-to-date bachelor and master level curricula that are supported by an innovative technological base.

The Undergraduate Programs Committee and the Graduate Programs Committee maintained the ongoing processes of curriculum review, scholarship allocation, and assurance of learning for their respective programs. Assessment processes have been in place since 2004-05. After some initial major programmatic changes, incremental improvements continued in following years.

The RCOB began a revision of the assurance of learning program this year, beginning with an assessment workshop for UPC and GPC members led by the Director of Assessment and the Dean. The committees then revised BBA, MBA, and MPAcc program learning goals and developed a set of specific learning objectives for each goal. These proposals were presented at faculty meetings. After discussion and several edits were made, the faculty approved the following for implementation in 2010-11:

BBA Learning Goals and Objectives

Graduates of the RCOB's BBA program will be able to:

- LG1 Communicate effectively
 - LO1.1 Students will produce professional quality business documents.
 - LO1.2 Students will make a professional presentation.
- LG2 Apply basic quantitative skills to business problems
 - LO2.1 Students will construct and interpret tabular and graphical methods of presenting qualitative and quantitative data.
 - LO2.2 Students will estimate regression models using spreadsheet software, evaluate the results of regression models, and use the results for prediction and forecasting.
 - LO2.3 Students will solve and interpret quantitative business models using spreadsheet software.
- LG3 Use information technology to solve business problems
 - LO3.1 Students will effectively use a word processing program.
 - LO3.2 Students will effectively use a spreadsheet program.
 - LO3.3 Students will effectively use a presentation program.
- LG4 Possess a basic knowledge of accounting, economics, finance, the legal environment of business, management, and marketing
 - LO4.1 Students will demonstrate a basic knowledge of the fundamental concepts of accounting, economics, finance, the legal environment of business, management, and marketing.
- LG5 Understand how ethical decision-making and globalization affect organizations
 - LO5.1 Students will demonstrate the ability to analyze issues and situations having ethical and legal implications for business.
 - LO5.2 Students will demonstrate a basic knowledge of international economic and business concepts.
- LG6 Utilize general and management-specific knowledge and skills in the analysis of business and economic problems
 - LO6.1 Students will demonstrate a basic knowledge of relevant costs for decision making.

MBA Learning Goals and Objectives

Graduates of the RCOB's MBA program will be able to:

- LG1 Communicate at a professional level in oral presentations and in writing
 - LO1.1 Students will be able to create an effective written business document.
 - LO1.2 Students will be able to prepare and deliver an effective business presentation.
- LG2 Work effectively with others and lead in organizational situations
 - LO2.1 Students will demonstrate effective group collaboration behavior in accomplishment of tasks.
 - LO2.2 Students will develop effective group leadership behavior in accomplishment of tasks.
- LG3 Identify how globalization affects organizations and their environment
 - LO3.1 Students will be able to identify trends in the global marketplace.
 - LO3.2 Students will assess the role that the global business environment plays in business decisions.
- LG4 Recognize the importance of ethical decision making
 - LO4.1 Students will understand and identify ethical theories and concepts.
 - LO4.2 Students will evaluate managerial decisions using an ethical framework.
- LG5 Integrate analytical and problem solving skills with concepts and theories from all functional areas of business
 - LO5.1 Students will be able to apply decision-making processes to define the problem, identify and collect needed information, and analyze the information to reach appropriate decisions.
 - LO5.2 Students will be able to analyze and reach an appropriate decision when presented with multi-functional issues.

An additional BBA learning objective for LG6 was not approved by the faculty; the Undergraduate Programs Committee has agreed to reevaluate this objective and propose a revised version for approval at the Fall 2010 faculty meeting.

As a result of regular fifth year review of programs, the decision was made to deactivate both the Bachelor of Science in Business Education (BSEd) and the Specialist in Education in Business Education (EdS) programs. The BSEd and the EdS are small degree programs offered through a collaboration of the Richards College of Business and the College of Education. The EdS currently relies on a retired professor for course offerings. Although there are few business education programs throughout the state of Georgia, the Richards College of Business does not have the resources to allocate to such small programs. Additionally, using a retired professor who is willing to teach on an adjunct basis is not sustainable, particularly for the highest degree offered in this area. Not only does this use limited resources needed for larger and growing programs, it does not serve the students in the program well. Students currently enrolled will be provided the necessary courses to complete their program, but new students will no longer be admitted. Undergraduate students interested in teaching business education will be encouraged to enroll in one of the existing business majors and pursue teaching certification concurrently.

The RCOB continued its portfolio of international programs during 2009-10. In addition to the London summer program in Management and Marketing which was in its sixth year, the RCOB

also offered two spring study abroad programs. Students had the opportunity to study and visit Japan and China; classes were conducted throughout spring semester, and the country visits were conducted during spring break. The number of participants was down slightly from a record high in 2008-09. Some of the decline is a result of eliminating the Economics and Finance study abroad program in London. Many of the participants of this program were students from other universities, and the decision to focus on UWG students combined with the retirement of the one of the primary faculty who directed the program led to the decision to focus on other programs.

Two new agreements were signed with international partners during 2009-10. The first is an articulation agreement with Zhongnan University of Economics and Law (ZUEL). UWG acceptance of transfer credit means ZUEL student will be able to complete a finance degree from the RCOB within one year of arriving on campus. Since ZUEL students agree to pay full out-of-state tuition, additional faculty and staff positions can be funded even in a time of university system budget cuts. Future plans include expanding the program to other business majors.

The second agreement is a traditional student exchange partnership with Groupe Ecole Supérieure de Commerce et de Management (ESCEM) in France. This is the first exchange agreement designed specifically for business students and the largest in both universities' histories. Because one of ESCEM's campuses provides instruction in English, RCOB students may feel more confident in traveling to the non-English speaking country. Additionally, the opportunity for students is expanded by ESCEM's ability to offer a Certificate in European Business Studies for students who attend one semester; RCOB students who attend two semesters may receive a degree from ESCEM in addition to their UWG degree. The RCOB and ESCEM are planning to develop a program to promote joint faculty research beginning in 2010-11.

Interaction with people outside the University provides students with valuable perspectives. For example, feedback provided during the RCOB Board of Visitors meeting Spring 2010 led to the MIS faculty revising its curriculum and adding more instruction in Adobe Acrobat in the CISM 2201 course, required of all BBA majors. During 2009-10, faculty and students classes conducted consulting or research projects for area businesses and non-profit organizations, including Georgia Agricultural Land Trust, Tanner Medical System, Denyse Signs, West Georgia Shopper and 722 Consulting Asia Limited.

Guest speakers were invited throughout the year and included speakers from: Sunset Hills Country Club, Ra-Lin, Walmart.com, Carroll County Mediation, Coweta Judicial Circuit ADR Programs, Waffle House, Sewell Manufacturing, BDA Seidman LLP, K-Force Professional Staffing, Kiewit, GA Department of Audits, Legacy Partners, the IRS, Accountants One, Gross Collins PC, Atlanta Apartment Association, and the US Customs Service. A new Marketing Lecture Series began this year, with guest speakers from Resultrek, Aspen Marketing Services, Xicom Wireless, Infor Global Solutions, Five X Five, Onity, Cbeyond, Chick-fil-A, Bernaine Source Media, Rover Apps, DENMARK, and PRG-Schultz. Additionally, Congressman Phil Gingrey visited a new health care economics course and attended a reception hosted in his honor.

Student groups visited the Office Depot Distribution Center in Buford, GA, Georgia Society of CPAs Career Fair, Southwire Company, UWG ITS Data Center, and the Institute of Management Accountants meetings in Atlanta.

The RCOB made a significant investment in the MIS lab during 2009-10. It is equipped with the latest computer technology and a flat screen presentation screen. The lab is now in a more prominent location (RCOB 122) and, because of its new location, is expected to generate more student interest. A new MIS kiosk has been programmed, wiring has been installed, and the kiosk will soon be available to students just outside of the MIS lab.

Strategic Goal #3

Provide a solid business foundation for our students to compete successfully in a work environment, engage in lifelong learning opportunities, and apply high standards of ethical conduct.

Initiatives to prepare students for success outside the classroom include the RCOB's Executive in Residence program and the McCalman Executive Roundtable. Stuart Roesel, Director of marketing for EarthLink, served as this year's Executive in Residence, visiting a number of classes and meeting with students and faculty. This year's McCalman Executive Roundtable featured John Harris, retired CEO of several private equity backed technology service companies.

RCOB Interview Days continued for its fourth year of offering two days in both fall and spring semesters. For the third time, separate Interview Days were held for accounting firms to visit campus and interview students. Working with Career Services Department, the RCOB hosted recruiters from a number of businesses and organized student interviews. A morning breakfast was held prior to the interviews where faculty and staff could meet with recruiters. The RCOB also continued its tradition of hosting a "Future Faculty" luncheon for students and interested community members both fall and spring semesters.

A new student advisory council was initiated in Fall 2009. The first meeting resulted in determining the title Dean's Council of Student Leaders (DCSL). As determined by its members, the mission of the DCSL is to:

- 1) Enrich communication between Richards College of Business students and administration;
- 2) Actively promote and improve the Richards College of Business; and
- 3) Facilitate the development of leadership skills.

Members agreed on nomination procedures, membership qualifications and attendance requirements. Each meeting was held with the dean and centered around topics including strategic planning, communicating with student body, and new website feedback. DCSL members attended the Board of Visitors and Accounting Advisory Board meeting, the McCalman Executive Roundtable, and a reception to celebrate a donation from BB&T Foundation. Students generated a list of reasons to obtain a degree from the Richards College of Business. These will be used in promotional materials for the RCOB. In the final meeting of the year, the group suggested that the DCSL sponsor a service project in next year.

Additional initiatives to engage students included a welcome back cookout during the first weeks of fall semester, welcome back messages sent via the University portal, and a reception for honors-eligible students. Other examples of student engagement include:

- 🔥 The RCOB SIFE team competed in the National Competition in Philadelphia, PA;
- 🔥 Business law lecturer Leanne DeFoor created and coached the first UWG Mock Trial Team which participated in a competition in Birmingham, AL;
- 🔥 Armando Ramos participated in a student exchange program at Johannes Kepler University in Austria during the Spring 2010 semester.
- 🔥 Fifteen (15) economics majors were inducted into the Economics Honor Society (Omicron Delta Epsilon) during 2009-10.
- 🔥 Tania Celis was accepted into the Philosophy in an Inclusive Key Summer Institute (PIKSI) program to be held at Penn State University during Summer 2010. This is a highly competitive program with 25% acceptance rate.

RCOB students received numerous College and University scholarship as well as awards including the John J. Pershing Award for Scholarship; induction into the National Society of Collegiate Scholars and Phi Kappa Phi; GA Society of CPAs Academic Excellence Award; Federation of Schools of Accountancy Scholar Award; and scholarships from the Goizueta Foundation, Francis Wood Wilson Foundation, Hispanic Scholarship Fund, Chi Phi Trust, and the Lambda Delta Memorial Fund.

Strategic Goal #4

Recruit high quality faculty and staff and provide them with sufficient resources to support excellence in teaching, and service.

The faculty had another productive year with teaching, research and service. Faculty generated 50 peer-reviewed journal articles, 66 conference presentations and proceedings, and 2 book chapters (see Table 2). Other faculty and staff accomplishments include:

- 🔥 Sunil Hazari conducted a workshop called “Using Course Den Discussion Blogs, Journals, and Peer Review in Business Courses;”
- 🔥 Jeff Rooks received the ESGR Above and Beyond Award;
- 🔥 Erich Bergiel received the Beta Gamma Sigma Professor of the Year Award;
- 🔥 Ron Best served as Instructor at the Graduate School of Banking(LSU) and the South Carolina Banking School and was lead instructor and coordinator of the Bank Simulation for the Alabama Banking School;
- 🔥 Kathy Moffeit was Vice President and Board Member of the West Georgia Chapter of the Georgia Society of CPAs;
- 🔥 Beth Clenney was selected to attend the SMA Doctoral Consortium in Asheville, NC;
- 🔥 Jon Anderson won the Presentation Excellence Award at the ABWIC Conference;
- 🔥 Adrian Austin was selected and received a grant to attend an NSF-funded teaching innovations workshop;
- 🔥 David Boldt chaired the undergraduate paper sessions at the Academy of Economics and Finance;
- 🔥 Jim Burton led several Chamber of Commerce Leadership Workshops and hosted a showing of the movie “Ten Questions for the Dalai Lama” on campus;

**Table 2
Faculty Research Productivity***

	Accounting & Finance	Economics	Management	Marketing & Real Estate	RCOB Total
Peer-Reviewed Journals	7	11	28	4	50
Conference Proceedings and Paper Presentations	7	39	13	7	66
Book Chapters	0	0	2	0	2

*Includes multiple count; e.g. article co-authored by two RCOB faculty is counted as two articles.

- 🔥 Sandy Thompson was on the US Senate Congressional Advisory Committee and was the statewide education chair of the Georgia Republican party;
- 🔥 Jim Burton updated a website showing original Real Estate Research concerning Market Data on rents and sales in Carroll County; and
- 🔥 Faye McIntyre served as Chair of the Carroll County Chamber of Commerce Board of Directors and also served on the Carrollton Payroll Authority and the Heflin, AL Economic Development Council.

In addition to the faculty workshop conducted on Course Den tools, a workshop on pedagogical research was held this year. Though designed specifically for lecturers who have limited training in research methodology, several doctorally qualified faculty participated.

RCOB faculty members actively participated in a number of professional and civic organizations including: the West Georgia Trial Lawyers Association, the Carrollton Marine Corps League, the Nature Conservancy, the USG Organization for Military Education, the Production and Operations Management Society, the Decision Science Institute, the Baha’i Center for Learning, and the Society for Human Resource Management.

Efforts to strengthen communications within the RCOB continued during 2009-10. Open faculty/staff meetings were held each semester; notes from each DAC meeting were distributed to faculty and staff; and “RCOB Update” emails continued to announce upcoming events and acknowledge accomplishments. Items such as articles and conference presentations were featured in the *UWG Campus Chronicle*. The RCOB awards process continues with plaques and monetary awards presented for staff service, faculty teaching, faculty service, and faculty research. These awards are presented annually at the Fall Faculty Meeting. The new *Richards Review* also helped share information with faculty, staff, and external constituents.

Strategic Goal #4

Build internal and external partnerships that will create value for all parties

While the state of Georgia faced severe budget cuts this year, the RCOB was fortunate to have several successes in fundraising. The largest of these successes was a pledge from the BB&T Foundation for \$1,000,000 payable over ten years. The donation will fund a number of initiatives including creation of the Center for Ethics and Free Enterprise, creation of the BB&T Lectures in Free Enterprise series, development of two courses on the ethical and moral foundations of capitalism, SIFE projects, economic education seminars for K-12 teachers, and faculty and student research and conference participation.

The RCOB received notification that our first federal earmark would be funded in 2010-11. In partnership with the Burson Center (small business incubator) and the SBDC, the RCOB will receive \$100,000 from the Small Business Administration to develop programs for the west Georgia region. Donations of \$11,000 were received for student international programs and matched by the UWG International Programs Office, for a total of \$22,000 to support these programs. Several new scholarships were funded this year, and the Raper Scholarship received a large donation to increase the value of its endowment.

The Economics Department successfully conducted its annual Economic Forecast Breakfast, with attendance of almost 400 people. It was sponsored or co-sponsored by regional businesses. The featured speakers were Dr. Donald Ratajczak, Consulting Economist for Morgan Keegan and Professor Emeritus Georgia State University, speaking about the national economy, and Dr. Joey Smith, speaking about the west Georgia regional economy. The *West Georgia Regional Outlook* was distributed to all attendees. During 2009-10, insights on the economy were provided on numerous occasions to the media. Economic presentations were made to a number of civic groups including the Carroll County Chamber of Commerce Board, the Douglas County Chamber of Commerce Power Luncheon, the Carrollton Great Decisions Group, and the Douglas County Rotary Club. During 2009-10, a \$10,000 grant from the Mary Franklin Foundation was obtained to support the activities of the Center for Business and Economic Research (CBER). The CBER began publication of a quarterly update on the West Georgia Economy in January 2010.

As evidenced by the many activities of the Center for Economic Education, department faculty provided considerable services to K-12 social studies teachers in the region. Activities of the Center are funded by grants from the Georgia Council on Economic Education (GCEE) and by a one-course release provided to the Director of Center. This past year, approximately \$14,576 of support was provided by the GCEE in direct or indirect support of the UWG CEE activities. Activities of the center director include conducting workshops, distributing economic education materials, service on the Georgia Professional Standards Commission for high school economics, meeting with West Georgia school district curriculum directors, and attending the GCEE and the Council for Economic Education annual meetings.

Strategic Action Items for the 2010-2011 Academic Year

A number of exciting projects and programs have been implemented during the past few years. 2010-11 will be a time of implementing some planned changes and continued strategic planning. Preparations for the next AACSB maintenance of accreditation visit will continue, including completion of revision of the RCOB Strategic Plan.

Additional initiatives with strategic implications are planned for 2009-10 include:

- 🔥 Assessment retreat for RCOB faculty and staff;
- 🔥 Implementation of Center for Ethics and Free Enterprise and the BB&T Lecture in Free Enterprise series;
- 🔥 Development of programs funded by Small Business Administration earmark;
- 🔥 Continued implementation and assessment of on-line course offerings;
- 🔥 Continued development of assurance of learning within majors;
- 🔥 Continued building of RCOB Visionary Endowment; and
- 🔥 Expansion of efforts at external fundraising via grants and foundation requests.