University of New Orleans

2013-14 University Strategic Plan by Association
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University Strategic Plan Associations included in this report:

University of New Orleans
- 1 Academic Programs
- 2 Students
- 3 Faculty
- 5 Community
- 6 Research

University of New Orleans

1 Academic Programs  (8 associations)

Accounting (2)

S/A 2: Prepare students for careers
The Department of Accounting faculty will provide accounting instructions that prepares students for accounting careers.

S/A 4: Offer courses
Classes should be scheduled to help students meet their degree requirements, where possible. Classes should be scheduled to help meet professional/personal needs, where possible.

Economics and Finance (3)

S/A 2: Promote student training and evaluations
1. Make student evaluations a significant part of merit evaluations. 2. Give training session to graduate students teaching.

S/A 3: Syllabi evaluation
1. Collect and evaluate syllabi from all department courses 2. All faculty will include student learning objectives, contact information, office hours and policies concerning grading, academic integrity and attendance (where required) on their syllabi

S/A 5: Develop new program
Develop MS program in Finance. Appoint committee to develop program curriculum. Compare to curriculum in other universities.

Hotel, Restaurant and Tourism Management (1)

S/A 7: Executive HRT Online Masters program
The Executive HRT Online Masters program Develop curriculum Train faculty Acquire resources to deliver program

Management (2)

S/A 1: Provide quality courses
Provide quality courses.

S/A 2: Provide quality teaching
Provide quality teaching.

2 Students (7 associations)

Accounting (2)

S/A 4: Offer courses
Classes should be scheduled to help students meet their degree requirements, where possible. Classes should be scheduled to help meet professional/personal needs, where possible.

S/A 5: Maintain strong enrollments
Maintain the strong enrollments in the undergraduate and graduate Accounting programs that the Department has had. Work with Admissions to maintain undergraduate and graduate programs. Participate in phonathons.

Economics and Finance (1)

S/A 4: Take attendance
All faculty teaching 1000-level courses will regularly take attendance in their classes.

Hotel, Restaurant and Tourism Management (2)

S/A 3: Scholarships
Offer scholarships to qualified students.

S/A 7: Executive HRT Online Masters program
The Executive HRT Online Masters program Develop curriculum Train faculty Acquire resources to deliver program

Marketing and Logistics (2)

S/A 6: Admissions events
Faculty will participate in Admissions-focused events at the invitations of UNO Admissions office. Department will coordinate with UNO Admissions and communicate with potential students expressing an interest in marketing.

S/A 7: Communication with students
Enhance communication with marketing majors Continue to engage students through the American Marketing Association student chapter.

3 Faculty (5 associations)
Accounting (2)

S/A 3: Encourage service
1. Encourage faculty members to accept board positions. 2. Encourage faculty to serve on university committees. 3. Encourage faculty to assist in service learning opportunities.

S/A 8: PQ representatives teaching
Use professionally qualified (PQ) representatives from the accounting profession to teach courses subject to AACSB guidelines, financial constraints, College of Business guidelines and needs. Department chair should cultivate potential PQ adjunct faculty. Obtain necessary funding to hire adjunct faculty resources. Provide adequate ancillary support for adjunct faculty. Provide evaluative feedback to adjunct faculty relative to teacher evaluations.

Hotel, Restaurant and Tourism Management (1)

S/A 5: Faculty qualifications
Ensure all faculty members are appropriately qualified.

Management (1)

S/A 2: Provide quality teaching
Provide quality teaching.

Marketing and Logistics (1)

S/A 2: Professional association participation
Increase involvement of marketing faculty in academic and/or industry associations. Encourage less involved faculty to join appropriate academic and/or industry associations.

5 Community (9 associations)

Accounting (2)

S/A 6: Alumni involvement opportunities
Have at least six speakers per year in accounting classes. Solicit contributions from alumni. Continue to raise money from alumni for scholarships and awards. Continue to solicit alumni involvement with the annual Energy Accounting and Technology Conference.

S/A 7: Maintain strong partnerships
Supplement annual solicitation with the use of the Advisory Council to solicit contributions. Continue to raise money from alumni for scholarships and awards. Continue with alumni involvement with the annual Energy Accounting and Technology Conference. Obtain student internships.

Hotel, Restaurant and Tourism Management (4)

S/A 1: Advisory Board meetings
Regular Advisory Board meetings.

S/A 2: Guest speakers
Invite guest speakers to courses.

S/A 6: Distinguished Alumni Award Event
Plan and execute the Distinguished Alumni Award Event in conjunction with the HRT 2030 – Principles of Food Production class Planning the fundraising for the following event. The selection of the distinguished alumnus.

**S/A 8: Providing workshops and seminars**
Providing workshops and seminars

**Management (1)**

**S/A 4: Provide community service**
Provide services that benefit the community.

**Marketing and Logistics (2)**

**S/A 1: Advisory board involvement**
Enhance involvement of the Department of Marketing and Logistics advisory board.

**S/A 3: Student interaction with professionals**
Provide opportunities for students to interface with prominent marketing professionals.

### 6 Research (6 associations)

**Accounting (1)**

**S/A 1: Financial support and evaluations for research**
1. Subsidize submission fees 2. Provide financial support for research 3. Have meaningful evaluations for research

**Economics and Finance (1)**

**S/A 1: Publications**
1. Make publication an important part of merit evaluation. 2. Establish journal rankings.

**Hotel, Restaurant and Tourism Management (1)**

**S/A 4: Support presentations and publications**
Support faculty to attend one conference annually to present an accepted refereed paper submission.

**Management (1)**

**S/A 3: Provide intellectual contributions**
Provide intellectual contributions.

**Marketing and Logistics (2)**

**S/A 4: Meetings as needed**
The department chair will meet with those faculty not meeting publishing objective to identify obstacles to publishing.

**S/A 5: Publication schedule**
New faculty members will be given schedules and duties appropriate to publication expectations.