DIVISION OF BUSINESS AND ECONOMIC RESEARCH
INSTITUTIONAL EFFECTIVENESS PLAN
2011-2012

Mission Statement

The Division of Business and Economic Research (DBER) facilitates and supports academic research and the publication of research findings in a variety of business fields. The DBER is a member in the Association for University Business and Economic Research, an organization that includes 100 research institutes internationally. By providing a wide range of resources and services to enhance the ability for faculty to conduct quality research, the DBER reinforces the efforts of the College of Business Administration to recruit and retain outstanding faculty and students.

The results of its quarterly forecasting model of employment by sector and other local indicators for the New Orleans metropolitan area are published in the Metropolitan Report: Economic Indicators for the New Orleans Area. These results are widely used by the New Orleans business community.

The DBER is an authority for economic and demographic information, analysis, and forecasts on the New Orleans area. The DBER staff serves on various community-based boards and committees with special focus on local and state economic and demographic conditions.

Together with faculty from the School of Hotel, Restaurant and Tourism Administration, the Hospitality Research Center was formed, which is a Center of Excellence. The Hospitality Research Center has produced a number of tourism and hospitality research studies for local, state and out-of-state clients.

Approved by: Janet F. Speyrer 2/14/12
   Janet F. Speyrer
   Associate Dean for Research
   Division of Business and Economic Research

Approved by: John A. Williams 2/14/12
   John A. Williams, Dean
   College of Business Administration
DIVISION OF BUSINESS AND ECONOMIC RESEARCH
2011-2012

Goals and Objectives

Goal 1. Increase revenues in order to support academic research and the publication of research findings in a variety of fields

Objective 1.1. Work with existing clients to retain current contracts, especially large contracts

   Strategy 1.1.1. Meet all deadlines

   Strategy 1.1.2. Use best practices to publish quality research reports

   Strategy 1.1.3. Encourage questions and comments on draft reports to better meet client needs

Objective 1.2. Augment the scope of work provided by contracts

   Strategy 1.2.1. Encourage current clients to seek additional information by suggesting expansion of current scope of work

   Strategy 1.2.2. Encourage referrals from other business clients

Objective 1.3. Seek private support for Metropolitan Report

   Strategy 1.1.1. Offer multiple printed color copies to organizations who donate to support costs of production

   Strategy 1.1.2. Place logos of contributing firms on back page of Metropolitan Report to encourage participation of sponsors

Assessment Tool(s): Monitor dollar amount for major projects

Examine scope of work and number of contracts by dollar amount

Scrutinize source and dollar value of sponsorships for the Metropolitan Report

Goal 2. Use the Metropolitan Report to highlight the value of the DBER to the business community

Objective 2.1. Resume quarterly status for Metropolitan Report publication

   Strategy 2.1.1. Expand professional staff by one person

   Strategy 2.1.2. Continue Katrina Anniversary edition
Strategy 2.1.3. Publish annual results for forecasting conference

Strategy 2.1.4. Make minor changes in publication schedule

Objective 2.2. Update subscriber list, by email and physical addresses

Strategy 2.2.1. Change or delete subscribers on list as warranted

Strategy 2.2.2. Use networking events to expand subscriber list

Objective 2.3. Keep current Metropolitan Report on College of Business Administration website and current and archived Metropolitan Reports on Division of Business and Economic Research website

Strategy 2.3.1. Upon release, post current issue of Metropolitan Report on College of Business website

Strategy 2.3.2. Upon release, post current issue of Metropolitan Report on DBER websites

Assessment Tool(s): Post job advertisement on UNO, NOLA.com and AUBER, websites as well as with NORCBE and FEAC organizations
Evaluate scheduling of Metropolitan Report publication
Monitor subscriber list, especially after release of each edition
Continue timely posting of the Metropolitan Report

Goal 3. Enhance UNO/COBA visibility

Objective 3.1. Increase radio, TV and newspaper interviews

Strategy 3.1.1. Make Director of DBER readily available to media with multiple contact points

Strategy 3.1.2. Maintain Director of DBER status as “go-to” person

Objective 3.2. Refer media requests to other COBA faculty when possible

Strategy 3.2.1. Refer media to faculty based on expertise

Strategy 3.2.2. Refer callers to Director of Public Relations for areas beyond current COBA faculty expertise

Objective 3.3. Continued participation in College of Business Administration Conferences
Strategy 3.3.1. Continue participation in Real Estate and Forecast Conference

Strategy 3.3.2. Continue participation in Energy Accounting and Tax Conference

Objective 3.4. Talk to community and professional organizations about latest economic issues

Strategy 3.4.1. Continue to be available to business and professional groups

Strategy 3.4.2. Answer phone and email requests as required

Objective 3.5. To share ideas with researchers working on similar projects nationwide

Strategy 3.5.1. Retain membership in AUBER

Strategy 3.5.2. Attend and network at fall and spring AUBER conferences, when possible

Assessment Tool(s): Public appearances
Referrals to COBA faculty
Speak at Real Estate and Forecasting Conference and Energy Accounting and Tax Conference
Talk to community and professional organizations
Attend and network at AUBER conference(s)

Goal 4. Service to community

Objective 4.1. Service on committees and boards

Strategy 4.1.1. Provide support for Revenue Estimating Task committees at state and local level

Strategy 4.1.2. Maintain service on relevant committees, boards and task forces

Objective 4.2. Provide lowest possible fee structure for research studies for non-profit organizations

Strategy 4.2.1. Increase student research participation to lower cost of research

Strategy 4.2.2. Encourage nonprofits to use their own, and community, resources to reduce DBER effort
Strategy 4.2.3. Limit number of projects in this category to maintain financial stability of DBER

Assessment Tool(s): Provide examples of most prestigious committees, boards and task forces
Dollar value of reports in this category, approximate contribution of DBER

Goal 5. **Provide a working lab for undergraduate and graduate students**

Objective 5.1. Prepare undergraduate and graduate students to participate in the work force

Strategy 5.1.1. Provide students with primary work skills

Strategy 5.1.2. Make network opportunities available

Strategy 5.1.3. By close observation, senior staff acquire information useful in writing effective letters of recommendation

Objective 5.2. Provide students with hands-on experience to enhance job skills

Strategy 5.2.1. Students active on a research team

Strategy 5.2.2. Enhance quantitative skills

Strategy 5.2.3. Apply IT skills to research projects

Assessment Tool(s): Observe internship opportunities offered to student research assistants
Monitor placement of student research assistants