University of New Orleans

Detailed Assessment Report
2013-14 Division of Business and Economic Research (DBER)
As of: 7/08/2014 03:41 PM CDT

Mission / Purpose

The Division of Business and Economic Research (DBER) provides a wide range of research-related services to businesses, government agencies, media, non-profit organizations and individuals in the New Orleans community. The DBER is a widely sought authority in the New Orleans area for economic and demographic information, analysis and forecasts. The DBER publishes the Metropolitan Report: Economic Indicators for the New Orleans Area, a publication containing analysis of recent trends and the short term outlook for the New Orleans metropolitan area. The Metropolitan Report is widely used by the New Orleans business community. The Division of Business and Economic Research, in collaboration with the faculty with the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration, formed the Hospitality Research Center (HRC). The HRC is the Premier center for hospitality and tourism research in the nation and a Center of Excellence. The Hospitality Research Center has produced a number of hospitality and tourism research studies for local, state and out-of-state clients.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Increase revenue of DBER
   Work with existing clients to retain current contracts

O/O 2: Enhance UNO/COBA visibility
   Enhance UNO/COBA visibility

O/O 3: Service to community
   Use the Metropolitan Report to highlight the value of the DBER to the business community