

The College of Business and Public Administration (CBPA) Scorecard - 2007

Old Dominion University

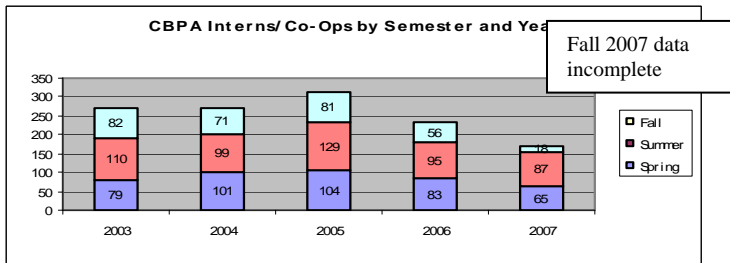
Mission: To develop students, within a global and ethical context, for successful careers in business and government; to perform basic, applied and pedagogical research; and to offer services to the community; all of which support the economic development of Hampton Roads and beyond.

GOAL 1: Improve student quality.

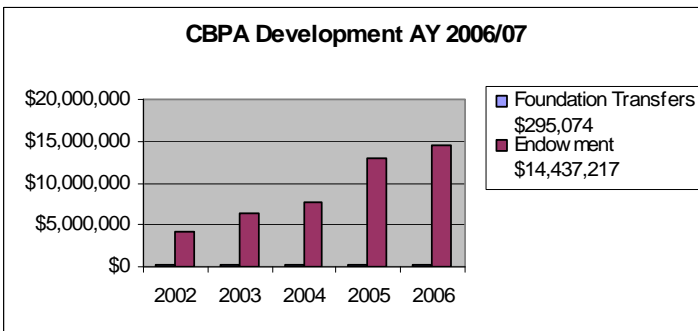
Qualifications of Incoming Graduate Students - CBPA					
	2003/04	2004/05	2005/06	2006/07	2007/08
MBA (GMAT/GPA)	540/3.0	530/3.1	528/3.2	546/3.2	544/3.2
MAE (GRE/GPA)	1097/3.1	998/3.1	1165/3.0	1120/3.2	1108/3.1
MSA (GMAT/GPA)	540/3.4	542/3.4	562/3.5	552/3.1	565/3.5
MPA (GRE/GPA)	892/3.1	958/3.0	971/3.1	949/3.1	979/3.2
PhD - BA (GMAT/GPA)	630/3.6	620/3.7	654/3.7	630/3.7	617/3.5
PhD - PA&UP (GRE/GPA)	1170/3.6	1050/3.7	1075/3.8	1073/3.5	1060/3.8

GOAL 2: Improve placement of graduates.

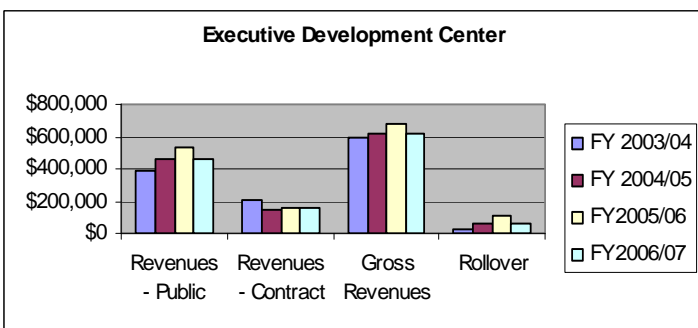
Two new dedicated career fairs – real estate and accounting.



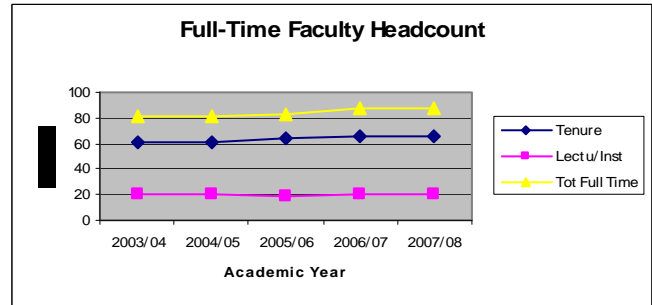
GOAL 3: Increase funding through development.



GOAL 4: Increase profitability and programs in the Executive Development Center.



GOAL 5: Maintain or increase high quality classroom instruction.



GOAL 6: Increase high quality research.

CBPA Faculty Research Summary AY 2006-07

- 113 refereed journal article authorships and 92 refereed articles!
- Three books and thirteen book chapters
- Two editorships, three associate editorships, sixteen editorial board memberships
- Our first NSF grant

GOAL 7: Increase service to the profession and community.

CBPA Service Highlights

- John Ford awarded Distinguished Fellow by Academy of Marketing Science for his scholarship and service
- Center for Economic Education delivered 42 programs to more than 700 teachers
- Doug Ziegenfuss is Super CPA for delivering ethics programs to public accountants throughout the state of Virginia
- Beta Alpha Psi chapter earns Superior status
- Marketing students conduct survey for Red Cross

GOAL 8: Align curriculum and centers with CBPA mission.

CBPA Curriculum and Centers

- New undergraduate major in Maritime and Supply Chain Management
- Stop Plagiarism Project and Student Code of Ethics
- Study Abroad Program – Ports of Europe

GOAL 9: Increase opportunities for faculty and staff development.

Examples of Faculty and Staff Development

- Seven doctoral students attended the Teaching Institute
- Linda Baker is Staff Person of the Year
- Connie Merriman and Mark Harris are pursuing doctorates
- Carlisa Merritt earning a BSBA in IT and Kathy Heins taking a computer science course
- Frenchon Nixon attended NAEOP Conference training
- The college spent \$141,647 to send faculty to conferences and meetings this past year.

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Selected Accomplishments – AY 2006/07

- Implemented new undergraduate major in Maritime and Supply Chain Management.
- Implemented new Management track in PhD program in Business and Public Administration.
- Prepared AACSB maintenance reports and worked with AACSB Maintenance Review team.
- Offered new Study Abroad program – The Ports of Europe.
- Implemented the Stop Plagiarism Project - building awareness and preventing instances of plagiarism.
- Developed a CBPA Student Code of Ethics.
- Prepared and distributed first CBPA Annual Report.
- Achieved Beta Alpha Psi Chapter Superior status.
- Developed proposal for Global Logistics EMBA program.
- Established and filled Assistant Dean position in the college.

CBPA Plans/Objectives – AY 2007/08

- Successfully achieve AACSB Maintenance of Accreditation!!!
- Hire EV Williams Chaired Professor of Marketing.
- Hire Robert M Stanton Chaired Professor of Real Estate and Economic Development.
- Complete fund raising for an Endowed Professorship in Accounting.
- Raise funds for Constant Hall Partners Program, Port and Maritime Institute, faculty development, student scholarships, and graduate student stipends.
- Have students adopt the CBPA Student Code of Ethics.
- Develop Global Logistics EMBA program for 2009 implementation.
- Increase Career Management services to employers and develop processes to track our graduates.
- Consider relationships with international schools, potentially with a focus on Asia.