

## Institutional Effectiveness Plan – 2012-2013

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### Assessment Summary

**Administrative Unit:** Center for Business and Economic Research (CBER)

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**Assessment Cycle:** 2012-2013

**Goals for Unit** (Identical to any published online and/or in any print documents):

Goal #1: To increase the awareness and utilization of CBER's data resources (GA-REAP & DataZOA).

Goal #2: To increase the awareness and utilization of research services and assistance provided by CBER.

Goal #3: To more widely distribute CBER's quarterly publications.

**Measures** (provide a specific measure of success - how will you know when you have achieved your goals?)

Goal #1: CBER will monitor usage of the web portals for GA-REAP and the DataZOA / DataZephyr Project. During Fiscal Year 2012, 347 observations were logged. This goal will be met by a 10% increase in utilization, or 35 additional observations, for a total of 382 during Fiscal Year 2013.

Goal #2: CBER will seek to increase the number of faculty research projects. This goal will be met when 2 additional research projects are completed, or at minimum heavily underway, by the end of Fiscal Year 2013.

Goal #3: The current distribution for the *Cost of Living Index* and *South Georgia Business Outlook* is 152 unique recipients. This goal will be met by an increase of 5%, or eight additional distribution contacts for a total of 160 during Fiscal Year 2013.

**Assessments/Methods** (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

Goal #1: CBER will monitor (monthly) visits or "hits" to the DataZOA / DataZephyr Project to determine if the site is being appropriately utilized. CBER staff will participate in the 3<sup>rd</sup> Annual South Georgia Banking Symposium to promote awareness. At the end of Fiscal Year 2013, the director of CBER will retrieve an online web report and compare actual observations during Fiscal Year 2012 to Fiscal Year 2013 to ascertain goal achievement.

Goal #2: CBER will monitor all ongoing projects and actively seek out new projects for faculty through public relations, personal selling, and direct mail activities. CBER staff will participate in the 3<sup>rd</sup> Annual South Georgia Banking Symposium to promote awareness of CBER and available faculty services. At the end of Fiscal Year 2013, the director of CBER will tally the number of completed research projects/faculty projects and compare this number to the prior year to ascertain goal achievement.

Goal #3: CBER will monitor mailings distributed each quarter, both electronically and through the US Postal Service. The CBER staff will sum the tally of each quarter at the end of Fiscal Year 2013 and compare the total number distributed to Fiscal Year 2012 to determine if the goal was met.

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**Unit Director**

**Date**

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**President/VP for Unit**

**Date**