

## 2019-2020 Program Evaluation Plan

Strategic Plan Goals are evaluated every fall by the faculty to assure that they encompass the needs of the school.

### **Goal 1: Recruit, develop and maintain quality faculty who can prepare students for productive careers.**

#### **Objectives:**

- 1.1. Recruit for faculty vacancies as necessary in the national market.
- 1.2. Continue to use endowed chair and professorships to promote faculty development.
- 1.3. Conduct annual performance planning and evaluations of faculty.

#### **Measure 1: Student Credit Hours per Full Time Faculty Equivalent**

**Target(s):** Maintain at prior three year average +/- 15%

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

#### **Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

2.b. Academic Infrastructure: Design a supportive infrastructure for our faculty  
Commitment: We commit to the success of our university and our students

**Results:** 33.33 percent increase

#### **Measure 2: Faculty evaluations completed by program chair**

**Target(s):** All faculty will be denoted as at least meeting expectations on all sections of the evaluation instrument

**Timeframe for Evaluation:** Annually in spring

**Responsible Persons:** Ed Brayton

#### **Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

2. b. Academic Infrastructure: Design a supportive infrastructure for our faculty  
Commitment: We commit to the success of our university and our students

**Results:** Pending results; procedures were different in Spring 2020 due to emergency remote instruction and telework accommodations.

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### **Goal 2: Recruit and retain students who are capable of productive careers**

**Objectives:**

- 2.1. Increase awareness of the opportunities in construction management.
- 2.2. Implement a plan for student placement opportunity.

**Measure 1:** Fall enrollment for incoming freshmen

**Target(s):** 5% or better Increase over prior three-year average

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

2. c. Targeted Student Population: Implement a marketing and recruitment plan to approach and maintain program capacity levels

**Results:** 68.2 percent increase

**Measure 2:** 1st to 2nd fall and 1st to 3rd fall retention rates for majors in the program

**Target(s):** Maintain at prior three-year average +/- 15%

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

3. a. Student/Academic Support Services: Improve advising, enrollment management processes, and student advocacy

**Results:** 1.59 percent increase in 1-2 retention; 8.04 percent increase in 1-3 retention

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**Goal 3: Deliver a high quality academic program which will prepare students for productive careers. (Continuous Improvement does not allow this to be removed)**

**Objectives:**

- 3.1. Continue ACCE accreditation
- 3.2. Continue assurance of learning plans for student learning goals

**Measure 1:** Documentation from ACCE

**Target(s):** Maintain good standing

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

Accountability: We acknowledge and assume responsibility for our actions, decisions, and results

Achievement: We get positive results

**Results:** Good standing maintained

**Measure 2:** Learning outcomes assessment documentation

**Target(s):** Clear evidence of analysis and use of assessment results to make program improvements, which show quantitative increases in learning over time

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

Accountability: We acknowledge and assume responsibility for our actions, decisions, and results

Achievement: We get positive results

**Results:** ULM's Office of Assessment and Evaluation rated CMGT student learning assessment documentation as excellent in all rating categories during their annual review process.

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**Goal 4: Increase resources to achieve the programs goals and fulfill its mission.**

**Objectives:**

- 4.1. Work with Industry to increase resources
- 4.2. Continue the capitol campaign to acquire funding.
- 4.3. Reach out to contractors and alumni.

**Measure 1:** Financial documentation demonstrating continued resource acquisition.

**Target(s):** Continued funding from Industry and capitol campaign contributions

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

1. d. New Revenue Streams: Develop strategies to expand all revenue streams

Achievement: We get positive results

3. c. Long-term Relationship: Improve university communication over the range from prospect to alumnus and improve alumni commitment to the university

**Results:** In 2019 – 2020, the Licensing Board fund provided \$250,000, the largest yearly contribution to date, and these funds were used to pay off the Don Beach Atrium load from the ULM Foundation and also to fund an additional computer room for the students costing ~\$75,000. The remainder amount was utilized to pay our Administrative Assistant to the Director and faculty increases.

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**Goal 5: Maintain student involvement with the construction industry**

**Objectives:**

- 5.1. Have students begin interaction with the construction industry during early years in the program
- 5.2. Students will meet alumni who are professionals in the industry
- 5.3. Have students participate in industry sponsored events.

**Measure 1:** Documentation in IAC meeting minutes and event information shared with students

**Target(s):** Students will have multiple opportunities per month to engage with industry professionals and alumni

**Timeframe for Evaluation:** Annually in fall

**Responsible Persons:** Ed Brayton

**Alignment with ULM Strategic Long-term Objective and/or Guiding Principle:**

3. b. Critical Skills Needed by Students: Identify skill sets for academic success and workforce success
3. c. Long-term Relationship: Improve university communication over the range from prospect to alumnus and improve alumni commitment to the university  
Collaboration: We seek partnerships that benefit our university

**Results:** While some activities were limited or transitioned online, presentations by industry professionals and alumni, followed by opportunities to interview for internships or permanent positions, occur on nearly a weekly basis. Additionally, students and industry professional participate in institutional career fairs so heavily that a separate Career Fair for Construction Management majors has been instituted.