

Institutional Effectiveness Plan – 2011-2012

Assessment Summary

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

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Assessment Cycle: 2011-2012

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

- To increase the awareness and utilization of the GA-REAP Project
- To increase the awareness and utilization of research services and assistance provided by CBER
- To more widely distribute CBER's quarterly publications, *Cost of Living Index* and *South Georgia Business Outlook*
- To continue working with First State Bank & Trust to produce their (now-annual) publication, *Commercial and Residential Real Estate Analysis for Lowndes County, Georgia*
- To continue increasing the visibility of CBER in the region by partnering with the Valdosta-Lowndes County Chamber of Commerce for the 2012 Valdosta-Lowndes County Economic Symposium.

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

- CBER will seek an increase in year-over-year usage of the GA-REAP project
- CBER will seek an increase in the number of faculty research projects

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

- CBER will monitor (monthly) visits or "hits" to the GA-REAP project to determine if the site is being increasingly utilized
- CBER will monitor all ongoing projects and actively seek out new projects for faculty through public relations, personally selling, and direct mail activities
- CBER will monitor number of mailings distributed each quarter, both electronically and through the US Postal Service
- CBER will co-host, in conjunction with the Lowndes County-Valdosta Chamber of Commerce, the 2nd annual economic "symposium." Participants will include Valdosta's & Lowndes County's local elected officials, economic development professionals, and other relevant stakeholders. During this symposium, CBER staff will present research results and facilitate activities as needed.

Unit Director

Date

President/VP for Unit

Date