

Institutional Effectiveness Report – 2010-2011

Assessment Summary

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

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Assessment Cycle: 2010-2011

Goals for Unit from 2010-11 Institutional Effectiveness Plan:

- 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 increase the visibility of CBER in the community by partnering with the Valdosta-Lowndes County Chamber of Commerce for the 2011 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 an economic "symposium" to include Valdosta's & Lowndes County's local elected officials, economic development professionals, and other relevant stakeholders. During this symposium, CBER staff will present the results of the research and facilitate a strategic planning discussion among those present.

Data/Evidence Results (qualitative or quantitative summary; raw data should be included in an attachment):

- Attached are the usage reports for the Georgia Reap Project for the period beginning July 1, 2010, and ending June 30, 2011. The REA Project was utilized by 381 different users, who generated 204 unique reports during that time period. This is an increase from 364 different users, who generated 95 unique reports during the prior 12-month period. While the increase in the number of users is not significant, the increase in the number of unique reports generated is highly significant.
- The Center for Business and Economic Research co-hosted the Lowndes County Economic Symposium, presenting an overview of and distributing the entire report, "Lowndes County by the Numbers," to the

more than 100 economic developers, elected officials, and community stakeholders. Additionally, the director facilitated a visioning / planning session for those in attendance to begin formulating a scope of work designed to improve Lowndes County's economic indicators.

- CBER began distributing all publications via e-mail and social media each quarter, rather than simply disseminating to the local media. As a result, the quarterly cost of living and economic forecasts are being distributed more widely, to 143 unique recipients consisting of chamber and development authority members, elected officials, media outlets (including television, radio, and newspaper), and other interested stakeholders throughout the 41-county VSU service delivery region.

Use of Results to Make Improvements (provide a brief explanation for each instance of usage of results to make improvements, clearly connecting each to data/evidence results above)

- Revisions made to both the CBER web site (<http://www.valdosta.edu/lcoba/cber/>) and the GA Reap web site (<http://georgia.reaproject.org/>) have resulted in better quality traffic, as evidenced by the significant increase in reports generated using the REAP tool. These revisions shall continue in an attempt to see additional utilization of the REAP reporting tool.
- The compilation and utilization of the electronic database of community resources, service providers, and media outlets throughout the 41-county service region has resulted in more timely, cost-effective, and widespread distribution of the CBER publications. This database will continually be revised, updated, and utilized to disseminate information and publications.

Unit Director

Date

President/VP for Unit

Date