As a result of the fourth cycle of DePaul University's Academic Program Review Process (Cycle 4), the participants in the process enter into the following agreements. The participants understand that this document will be available to be made public once all the signatures are in place.

**Actions agreed upon for the coming academic year (2002-2003)**

1. **Improve assessment.** To enhance current efforts to evaluate the quality of its programs, the Center will develop and implement a program evaluation form to measure satisfaction and learning outcomes of workshops, seminars, and classes; will develop a database, possibly with help from the Office of Continuing and Professional Education, to track participants for follow-up studies on program effectiveness.

2. **Enhance marketing efforts.** The Center will undertake a number of activities designed to improve its marketing, including
   a. working with the College of Commerce, the Department of Management, and the Management Development Center to effectively market programs and services together
   b. collaborating with OCPE to reach a broader audience of potential participants;
   c. redesigning the webpage as a marketing tool, with assistance from DePaul’s business technology center; and
   d. possibly hiring a marketing student/intern if resources become available, to provide assistance in planning and implementing marketing efforts

3. **Offer new programming.** The Center will continue to offer 1-3 core programs/workshops per quarter, for DePaul audiences and for the external business community. Beyond this ongoing core programming, the Center will consider implementing one or two of the following ideas for programming in the coming year:
   a. an Entrepreneurial Think Tank for local entrepreneurs and faculty to exchange ideas and influence research and teaching in this area. The Center may partner with the Small Business Institute to do this.
   b. expanded programs for DePaul students and faculty. The Center would like more Management Department faculty to be involved in its programs, as well as to increase opportunities for both undergraduates and graduates to be involved in the Center’s activities as both facilitators and participants.
   c. a speakers series for creativity and related areas
   d. support for original research that results in conference presentations and articles published in journals and books
   e. offer consulting service to external business organizations.

4. **Seek new resources.** The Center is financially self-supporting, generating revenue through its workshops and certificate programs. Though the level of funding and financial arrangement with the College will remain as it currently is, the Center will seek to increase its resource base by identifying possible donors/external grants.
   a. The Center will seek assistance from the university in identifying potential sources for external funds.
   b. The Center will explore the possibility for extra resources and support which may become available as the MDC shifts from the College to the Management Department.

5. **Recruit Advisory Board members.** There are currently three vacancies on the Center’s Advisory Board. In the coming year, the Center will work with the Dean to recruit new members. The Center would like to have a mix of members from small businesses and corporations as well as
consultants and DePaul faculty. The Center will also work with Commerce’s Development Office to explore the possibility of developing the fund-raising function of the Advisory Board.

6. **Develop a newsletter.** The Center will develop a newsletter, either via the website or in print, to disseminate information about recent trends in the field, events at the Center, and a spotlight on current research done by faculty.

**Issues on which there is joint commitment to continue working**

Relationship to Management Development Center. The Dean notes that the shift of the Management Development Center (MDC) from Commerce to the Management Department opens up new possibilities for synergy between the two Centers. The Ryan Center’s director will discuss with the chair of the Management Department and the director of the MDC how to best take advantage of the opportunities this shift presents, such as shared support services and joint programming.

**University-level Issues and Commitments**

During Cycle 4, the Centers & Institutes’ individual self-studies raised several issues that have important implications for all Centers & Institutes, and which require action at the university level. These issues will be discussed in further detail at a meeting with the Centers & Institutes Advisory Board, the APRC Chair, the Associate Vice President and the Executive Vice President for Academic Affairs. Commitments and actions arising from that meeting’s discussion will be documented in a General Memorandum of Agreement for all Centers & Institutes.

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A hard copy of this document was signed by:

Center Director

Chair of APRC Subcommittee

Chair of APRC

Dean of the College

Associate V.P. for Academic Affairs

*The hard copy with signatures is on file in the Office of the Associate V.P. for Academic Affairs and is available upon request.*