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.

Note: The Interactive Marketing Institute (IMI) is the new name for the Institute for Interactive and Direct Marketing. The IMI shares leadership, staff, office space, and some programming with the Kellstadt Center for Marketing Analysis and Planning, but is considered a separate entity for the purposes of maintaining its identity with the external funding partner and with clientele.

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

1. **Continue current level of funding and support.** The Institute’s primary program, the Pennebaker Certificate Program in Direct Marketing, is funded through a grant from the Chicago Association of Direct Marketing’s (CADM) Education Fund. The Institute also receives support for its staff from the College of Commerce and from the Office of Continuing and Professional Education. The Institute plans to continue this funding arrangement and expects that if the level of external funding is reduced, the College of Commerce and OCPE will pick up the difference to maintain the current level of support.

2. **Monitor program quality.** The Institute will continue its current efforts to evaluate the quality of its programs through student feedback and course/instructor evaluation forms. The institute chooses its instructors carefully; only those who have received good evaluations are asked to teach in the program again. The Institute will also continue to monitor the quality of the CADM case-writing program through the process of editing, evaluating, and submitting the case-analysis articles to journals.

3. **Explore program expansion.** The Institute will explore the possibility of creating a masters degree program in direct marketing, in conjunction with Kellstadt’s MBA program. The director notes that there is already interest in such a program and a possible donor. The Institute will consult with marketing professionals at the national level (Direct Marketing Association members) to outline a possible curriculum, talk with DePaul faculty to see who might be interested and available to teach in the program, and consider how such a degree would work within the MBA program requirements.
4. *Enrich relationships with non-profits.* The Institute will continue to provide marketing consulting to a number of non-profit organizations in the Chicago area and will seek to strengthen its relationships with these groups.

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

The Institute would like to work with OCPE to pursue distance-learning options for delivery of its courses.

**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:

Institute 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.