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. *Focus the scope of programming.* The Center will determine the focus of its large array of programming for the coming year.
   
   a) With the goal of remaining financially self-sufficient, the Center will prioritize those programs which most closely support its original mission: providing professional development in marketing to managers of community businesses and non-profit organizations, and providing DePaul Marketing Department faculty with research and consulting opportunities with these community partners.
   
   b) The Center will work with the AVP for Academic Affairs to seek possible funding from the Steans Challenge (i.e. develop a proposal and budget) for some of its programs which have a community outreach focus and involve service learning.

2. *Assess program quality.* The Center will implement appropriate assessment mechanisms to monitor the quality of its programs. The Center will continue to evaluate its programs by gathering feedback from students in its professional education courses. It will also assure quality of course content through the input of design team (faculty and professionals).

3. *Expand some programs.* The Center will continue to work with the Office of Continuing and Professional Education to offer revenue-generating professional development courses for marketing managers but will expand some programs to increase the recognition of the Center.
   
   a) In partnership with OCPE, it will launch two new certification programs in Sales Management and Event Marketing. The Center notes that increasing course offerings increases the need for additional staff assistance.
b) It will also explore the possibility of developing brief courses in the technologically-driven aspects of marketing, such as an SPSS data mining workshop for faculty and professionals in the community.

4. *Create an Advisory Board.* While the Center has project design teams who serve in an advisory capacity on a project-by-project basis, it does not have an Advisory Board. The Center will recruit faculty who have served on design teams, alumni, and marketing professionals within the community to create an Advisory Board.

5. *Connect with alumni.* The Center notes that there are many DePaul and College of Commerce alumni who could be potential clients and might be interested in supporting the center and being involved in its professional development activities. The Center will work with DePaul’s Alumni Office to pursue connections with alumni.

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

1. Faculty research programs. The Center recognizes that it needs to articulate the structure and goals of these programs and how they will be funded. Currently, 20% of the revenue generated is contributed to the Dean’s office, which is funneled back to the units for the purposes of faculty development.

2. Community connections. The Center is strongly committed to its community partners and will continue working to strengthen and maintain its connections, such as placing student interns with community businesses.

**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.
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.