Succeed
with the Missouri State College of Business

Fall 2013
Think Bigger and Bolder

Stephanie M. Bryant, Dean
August 16, 2013
Welcome to our special guests

President Smart

Provost Einhellig

Architects
  Jeff Ziebarth, Team Leader for Perkins & Will
  Andrew Wells, Team Leader for Dake Wells
  Doug Sampson, MSU Architect

Emeriti faculty will be joining us at lunch – please speak to them and make them feel very welcome!
Welcome to our New Hires!

- School of Accountancy
  - Chris Hines
- Finance and General Business
  - Jeff Jones
  - Gwen Schroeder
- TCM and Interior Design
  - Kevin Hubbard
3 Components of COB Brand Identity

- Demonstrating the Personal Touch
- Thinking Bigger and Bolder
- Putting Student Success First
Budget & Financial

- The University’s FY 14 budget is still up in the air
  - Veto decision on September 11, 2013
    - President Smart will talk more about this
- Travel - identical allocation this year
COB Strategic Plan

High Priority Items for 2013-14

- Goal 1: Increase the quantity and quality of COB applicants
- Goal 2: Prepare students for successful careers in a globally competitive business environment.
- Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.
- Goal 4: Enhance the research environment of the College.
- Goal 5: Support and reward personal excellence and professional development in faculty and staff.
Goal 1: Increase the quantity and quality of COB applicants

**Themes for 2013-14:**
Continue strong emphasis on attracting and retaining the best and brightest students to MSU, including transfer students, students from star high schools in Missouri, and students from outside Missouri (with emphasis on California, Texas, and Illinois) to achieve targeted growth in our signature programs. The development and implementation of an effective marketing and branding plan is central to this goal.

Review and revise our COB Core Curriculum, and the MBA curriculum.

Develop and implement a comprehensive fundraising plan for Glass Hall renovation
Glass Hall Renovations

- Architects will update you on where we are with preliminary ideas
- This is a work in process and design is not yet finalized.
- Your input is always welcomed and valued!
Goal 2: Prepare students for successful careers in a globally competitive business environment.

Themes for 2013-14:
Increase the number of students studying abroad to strengthen awareness of global issues.

Increase job placement percentages for students graduating and entering the job market. This goal will be achieved by increasing both the number of employers and students participating in the COB Career Fair, and by increasing the number of internships and externships from the prior year.
Corporate Relations Update

Career Fair
   – September 30
   – 10 AM – 2 PM
   – Classes cancelled until 4 pm this day
   – Faculty: Please come over!

Corporate Mentor Program
Strategic Plan (Cont’d)

Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.

Themes for 2013-14:
Strengthen relationships with alumni in Kansas City and St. Louis.
Goal 4: Enhance the research environment of the College.

Themes for 2013-14:
Move towards adoption of the new AACSB standards, including establishing expectations for discipline-based versus applied/pedagogical research.
AACSB Timeline

- 2013-14: Old Standards
- 2014-15: Old Standards
  Work on new definitions
- 2015-16: Implement New Standards
- 2016-17: Self-study
- 2017-18: Visit!
Goal 5: Support and reward personal excellence and professional development in faculty and staff.

Themes for 2013-14:
Align summer research grant amounts with new AACSB standards to incentivize discipline-based research.

- Summer research grants - $750/$250 split between basic research and pedagogical/applied research

- 2 New Research Fellowships - $5,000; awarded annually based on prior year research quality and cumulative research productivity of high quality research – emphasis on discipline based basic research
COB Awards – February 12th

deadline to apply

COB Outstanding Scholarly Activity Award
  • Outstanding Empirical Paper
  • Outstanding Non-empirical Paper

Dean’s Distinguished Scholars Award

COB Outstanding Faculty Award

COB Outstanding Service Award
COB Events

Fall 2013
- August 23 – COB Cardinals’ Night
- September 30 – COB Career Fair
- October 19 – Homecoming

Spring 2014
- February 12 – Faculty and Staff Awards deadline
- May 1 – COB Spring Awards
- May 9 – All COB Meeting
Listening Opportunities

- Student Leadership Council (SLC)
- Staff Council
- Faculty Executive Committee – COB Policies
- COB Budget Committee
- Breakfast with the Dean
- CLT Minutes and Budget Committee Posted to website
- Open Door Policy
- Executive Advisory Council (EAC)
- Departmental Advisory Councils
THE BEST IS YET TO COME!!!!
Glass Hall Renovations
Welcome

President Clif Smart
Provost Frank Einhellig