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Spring 2015 All COB meeting
May 8, 2015
Charting our Future

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**Review of the Past Year: Strategic Plan
Progress and Highlights**

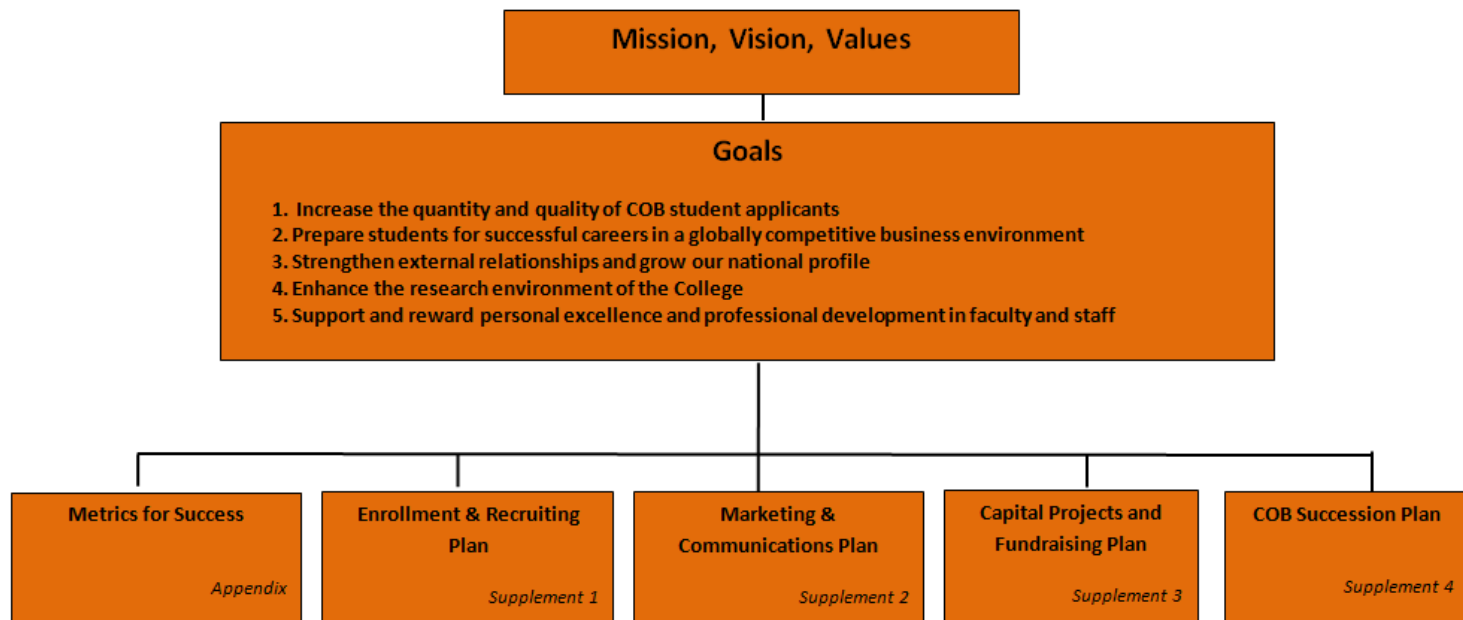
Realignment in COB

- Interior Design permanently moved to TCM
FID renamed Merchandising, Fashion, and Design (MFD)

COB Strategic Plan



MSU College of Business 5-yr. Comprehensive Strategic Plan



Progress on Strategic Plan: Year 4/5

Goal 1: Increase the quantity and quality of COB applicants

Objectives:

- 1.1 Attract and retain high potential business students
- 1.2 Offer programs that stimulate interest and grow enrollment
- 1.3 Increase diversity of students and faculty
- 1.4 Improve the facilities
- 1.5 Strengthen the quality of the MBA program

Goal 1: Results

- 1) Enrollment up by 291 students last fall (548 students over the past 2 years)
- 2) Continued focus on recruiting high potential and diverse students, target enrollment is 5,100 (5,147 last fall)
- 3) Received \$150k in new money last year
- 4) Used by Cybersecurity program and additions to existing lines
- 5) Expect additional enrollment money next week
- 6) We will be looking hard at where this money should be invested vis-à-vis faculty hires

Goal 1: Plans for 2015-16

1) Curriculum work

- 1) MS in Cybersecurity approved for fall 2015
- 2) New MAcc curriculum
- 3) Looking at a collaborative program between CIS and Computer Science

Progress on Strategic Plan

Goal 2: Prepare students for successful careers in a globally competitive business environment

Objectives:

- 2.1 Strengthen oral and written communication skills**
- 2.2 Infuse a global perspective across the curriculum**
- 2.3 Increase student success in job placement**
- 2.4 Obtain feedback on employer satisfaction**

Goal 2: Results for 2014-15

Career Placement and Career Fair

- Number of attendees at workshops: approximately 1,450
- Number of attendees at career fairs: approximately 950
- Number of employers at career fair: approximately 150
- Suits provided for students who needed them: 22
- Career placement numbers:
 - 80% professionally employed or pursuing graduate degree

Career Fair Plans for 2015

- ACC - 9/9 Noon - 3:00 pm at Convention Center
- COB - 9/22 - 10:00 am - 2:00 pm at ***Expo Center***
 - COB Classes are canceled through 2:00 pm this day
 - ***New this year*****
 - Employer panel sessions for pre-business majors
 - (CIS 200/201, ACC 201/211, MGT 286)
 - Panel sessions will be by area of interest (Accounting, CIS, etc.)

Study Away Spotlight

- Chuck Hermans Spring Break Study Away Trip
- <https://www.youtube.com/watch?v=qYeUzZl7RDg>>

Progress on Strategic Plan

Goal 3: Strengthen external relationships and grow the national reputation of the College

Objectives:

- 3.1** Improve and enhance communications with alumni, the business community and friends and supporters of the College of Business.
- 3.2** Refocus and initiate College and departmental advisory boards as needed

Goal 3: Results

- 1) Almost all departments now have active strong Advisory Council
- 2) Entertainment Management has a new Advisory Council under the leadership of Philip Rothschild
- 3) This semester we had meetings of SOA, MKT, EM, TCM, FGB
- 4) CIS and MFD discussions for formation or reactivation of Advisory Councils

Progress on Strategic Plan

Goal 4: Enhance the research environment of the College

Objectives:

- 4.1 Recruit and retain research-productive faculty who are also outstanding teachers**
- 4.2 Create a culture of importance around research activities**

Goal 4: Results

- 1) Recruited 8 new faculty (1-FGB, 3-TCM, 1-ACC, 1-MKT, CIS-2) most who will start this fall, but two are here today - Julie Ravenscraft in ACC and Russ Meek in FGB.
- 2) Departments should be having brown bags or other types of programs about research
- 3) Provided travel money for research faculty to travel to research conferences (\$304,719 allocated for FY 15)

Goal 4: Plans for 2015-16

Current Hiring Plans

- 1) MGT (Entertainment Management and/or Entrepreneurship and Health Administration), MKT (Logistics and Supply Chain)
- 2) Others as we find out about enrollment money
- 3) Search for MGT (Dick Williams, chair) and CIS (Kent Ragan, chair) department heads
- 4) Interim department head in Management - Dr. Barry Cobb

Progress on Strategic Plan

Goal 5: Support and reward personal excellence and professional development in faculty and staff

Objectives:

- 5.1 Reward research quality and quantity**
- 5.2 Reward excellent contribution to student success**
- 5.3 Develop a reward system for outstanding service by faculty and staff**
- 5.4 Invest in the intellectual capital of our faculty and staff**

Goal 5: Results and Plans to Continue for 2015-16

- 1) \$750/\$250 per article summer research grant to promote research productivity
- 2) Continued COB Outstanding Scholarly Activity Awards
- 3) Continued Dean's Research Scholar Award
- 4) Continued COB Outstanding Faculty Member award to recognize faculty who have had significant impact on student success
- 5) Continued COB Outstanding Service Award to recognize above and beyond service to the university or community

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AACSB Update

New AACSB Standards

	Academic (Research/Scholarly)	Applied/Practice
Professional experience, substantial in duration and level or responsibility	Scholarly Practitioners (SP)	Instructional Practitioners (IP)
Doctoral degree	Scholarly Academic (SA)	Practice Academics (PA)

$$\text{SA} + \text{PA} + \text{SP} + \text{IP} = 90\%$$

$$\text{SA} + \text{PA} + \text{SP} = 60\%$$

$$\text{SA} = 40\%$$

MSU Timeline



2014- 15 CLT adopted new Faculty Qualifications Policies, considerable input from faculty through FEC

2015-16 New Faculty Qualifications Implemented January 1, 2015

2016-17 Self Study Year

2017-18 Visit year

Faculty Scholarly Productivity

- Rolling 5-year window
- See handout for current 5-year window numbers
- Data drawn from Digital Measures
- Status (SA/PA or SP/IP) is determined annually at your annual evaluation
 - Faculty self-identify
 - Validated by departmental personnel committee and DH
 - Disagreements go to the dean
 - For self study year the window will be Fall 2012-Spring 2017

A Note on Faculty Qualifications

- Just as before, we generally expect tenure earning and tenured faculty to be SA. PA is not a default for not publishing. Discuss any concerns with your department head.
- Absent extenuating circumstances **IT IS NOT ACCEPTABLE TO BE CLASSIFIED AS “OTHER”**
 - Potential repercussions of being classified as other:
 - No summer teaching, executive teaching, program leadership role, termination, annual evaluation rating as “unsatisfactory”

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COB Building Project: Status Report

COB Building Project

- Public announcement October 15, 2015, in conjunction with Homecoming activities
- \$5,120,000 raised in pledges
- Significant corporate partners (gifts & pledges): O'Reilly Auto Parts, Bob & Marlese Gourley, BKD, ANPAC, Marlin Network, Empire Bank, Walmart, GE
- Remaining naming opportunities: Board Room, Sales lab

Glass Hall Project (Cont'd)

- Faculty Office Renovation Project begins shortly – summer project
- Please be nice to Dr. Meinert!
- Glass 437 to be the new COB Computing Center – summer project
- New faculty touchdown space included in the renovation
- Next spring Glass101 will be offline and classes will be relocated – big classes to Carrington Auditorium and Glass 108 – be understanding!

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Shout Outs



MBA Program

- #6 Top MBA Programs, Ingram's Magazine
- #87 Best Online MBA Programs, US News and World Report
- Included in 10 Online Business Schools with Low Out-of-State Tuition, US News and World Report
- #10 in the country by Affordable Colleges Online
 - Based on quality, cost and student support

SOA

- MAcc program ranked #2 for affordability by Accounting Degree Review
 - Based on annual tuition and fees for out-of-state incoming freshmen enrolling in 2014-2015
- Undergraduate Accounting program ranked #4 for affordability by Accounting Degree Review
 - Based on annual tuition and fees for out-of-state incoming freshmen enrolling in 2014-2015

Faculty

- Rajeev Kaula
 - Was awarded the full professor incentive program award (PSIP) for this year
 - PSIP is a university award for full professors who demonstrate ongoing high level of research.

Faculty

- Courtney Pham
 - At this week's All-Faculty Recognition Reception, received the University's Excellence in Study Away Programming
 - For demonstrating excellence in developing and leading short-term study away programs

Faculty

- Kerri Tassin and Mike Hammond oversaw VITA and the preparation of over 300 tax returns for the citizens of the Ozarks

Faculty

- Nancy Allen received the 2015 Women's Justice Award in the Legal Scholar category.
- Also had 2 books added to her 3-book deal for a total of 5 books, plus film and HBO rights under discussion

Student Organizations

- Ad Team - named a finalist in State Department competition - June 4th is date of final round
- Risk and insurance students placed second nationally in their national competition
- AITP - best chapter in the region
- IMA Student Chapter received a Distinguished Merit Award (DMA) at this year's Star Awards Banquet

Student Organizations (Cont'd)

- Beta Alpha Psi won first place at regionals in Best Practices and will compete in the national competition in August

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Faculty Awards

Outstanding Faculty Awards

- Selected by COB Student Organization Leaders
- Criteria is a professor or professors who inspired students to succeed inside and outside the classroom
- Elizabeth Sivill and Brayden Sweeter, student presenters
- Congratulations to Dr. Jim Lampe and Dr. Richard Gebken!

Outstanding Service Award

- Individual who has gone above and beyond in the area of service to the students and to COB
- Congratulations to Michelle Hulett!

Dean's Research Scholar Awards

- 15 or more refereed publications in the past 5 years
- Congratulations to S Branham with 39 peer reviewed journal articles in this 5 year window!

Promotion and Tenure Recognition

- Sarah Evans- Promotion to Senior Instructor
- Alex Hamwi - Tenure and Promotion to Associate Professor
- Joyce Lopez- Promotion to Senior Instructor
- Glenn Pace- Promotion to Senior Instructor
- Courtney Pham - Promotion to Senior Instructor
- Philip Rothschild - Promotion to Associate Professor

Congratulations to these faculty!!

Retirements

- Effective after this semester:
 - Craig Keller, SOA
 - Mike Leibert, MGT
 - Diane Slattery, TCM
 - Kerry Slattery, TCM
 - John Satzinger, CIS

Retirements (Cont'd)

- Effective after summer semester:
 - Nancy Keith, MKT

Retirements (Cont'd)

- Effective after this fall:
 - Jim Cofer (MKT)
 - Mary Chin (MKT)
 - David Byrd (SOA)
 - Jerry Chin (CIS)

Good luck to all of these faculty!
We will miss you!

Looking Ahead to 2015-16

- Big focus will be on formulating the next 5-year COB strategic plan so that it is ready to roll out for 2016-17 (self-study year)
- Faculty will be very involved in this



**Thank you to The Most Amazing
Faculty & Staff Anywhere!**

The best is yet to come!