



**Missouri State**<sup>™</sup>  
U N I V E R S I T Y

**Spring 2013**  
**“Think Bigger and Bolder”**

**Stephanie M. Bryant, Dean**  
**May 10, 2013**

# Progress on Strategic Plan

**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) Retained AACSB accreditation for business and accounting
- 2) Created professional marketing materials
- 3) Extensively using social networking
- 4) Rolled out completion program for OTC students
- 5) Hired a recruiter to reach prospective students inside and outside Missouri
- 6) Bears Business Community opening this fall!
- 7) Provided financial support for COB student organizations
- 8) Aggressively marketing online MBA
- 9) Offering more online courses

# Goal 1: Results (Cont'd)

- 9) Opened newly renovated student study lounge (Glass 436)
- 10) Obtained funding for capital improvements through student fee
- 11) Hired new MBA Coordinator – Katie Brady

# Goal 1: Plans for 2013-14

- 1) Continued focus on recruiting high potential and diverse students**
- 2) Continued work on COB marketing, branding, and communications**
- 3) Curriculum work**
  - 1) MBA
  - 2) COB Core
  - 3) Departments
- 4) Fundraising**
- 5) Glass Hall renovation and addition**

# 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

- 1) Provided \$15,000 in study abroad scholarships**
- 2) Redesigned the COB Career Fair**
  - a) 84 employers participated
  - b) Professional dress requirement
  - c) Readiness workshop requirementOver 900 students attended

# Goal 2: Plans for 2013-14

- 1) Corporate Relations (Vickie Hicks)**
- 2) Study Abroad (Michelle Hulett)**



# Employer Connections

- 1) Targeting St. Louis and Kansas City first**
- 2) Meetings to date include Deloitte, Anders, Cerner, KPMG, Brown Shoe, Graybar, Cassidy Turley, Hallmark, Perspective Software and many more**
- 3) In St. Louis next week - MasterCard, PWC**
- 4) Joined HR Association in St. Louis. We will sponsor a meeting in the Fall.**
- 5) Local connections – O'Reilly, SRC, Healthcare First**

# COB Career Fair 2013

- **Monday September 30 from 10 am to 2 pm**
- **COB classes cancelled until 4 pm**
- **University Plaza Convention Center**
- **Target - 110 employers**
- **Already have commitments from new employers in St. Louis and Kansas City**
- **Building mailing list**
- **Professionalism workshops will be required again**

# Corporate Mentor Program

- **Connecting underrepresented populations with business leaders in Springfield**
- **Recruiting business leaders**
- **Identify students to participate**
- **Starts this fall**

# All other duties as assigned

- **Benchmarking – we need to know where our graduates are going**
- **Executive in Residence**
- **David Glass Distinguished Lecture Series**
- **Internship Fair – Spring 2014**
- **Best practices**

# The Magellan Exchange Program

- 37 schools
- Full semester and summer programs
- Faculty summer teaching opportunities abroad



**Faculty exchanges available!**

# Magellan Faculty Exchange

How it works:

- Apply through Magellan
- One or two weeks at host school(s)
- Teach/promote MSU/learn
- Home school pays travel
- Host school pays for accommodations
- COB Supports two faculty per year



Our Goals:

- Increase cultural awareness
- Internal reference for partner schools
- Promote study away to students
- Faculty collaborations and research

# Faculty-Led Programs



**Great way to encourage students to go abroad**

**Flexibility for faculty**

Tour company

Self-organized

Provost exploratory funding

**Must be approved by Study Away**

Fill out curricular proposal

Obtain permissions

Recruit students

GO!

**\$500 Scholarship**

# COB Faculty-Led Programs 2013



**Stan Leasure – FGB**

London/Paris

**Chuck Hermans – MKT**

Brazil

**Courtney Pham – MKT**

Vietnam/Thailand

**Marciann Patton – ID**

Italy & Spain



# COB Study Away Scholarships

- *\$500 per student*
- Must meet criteria
  - 2.5 GPA
  - Must be COB major (possible for minors)
  - Must be a COB faculty-led trip
  - Scholarship provided after trip and verification of student attendance



# Proposal Submission Deadlines

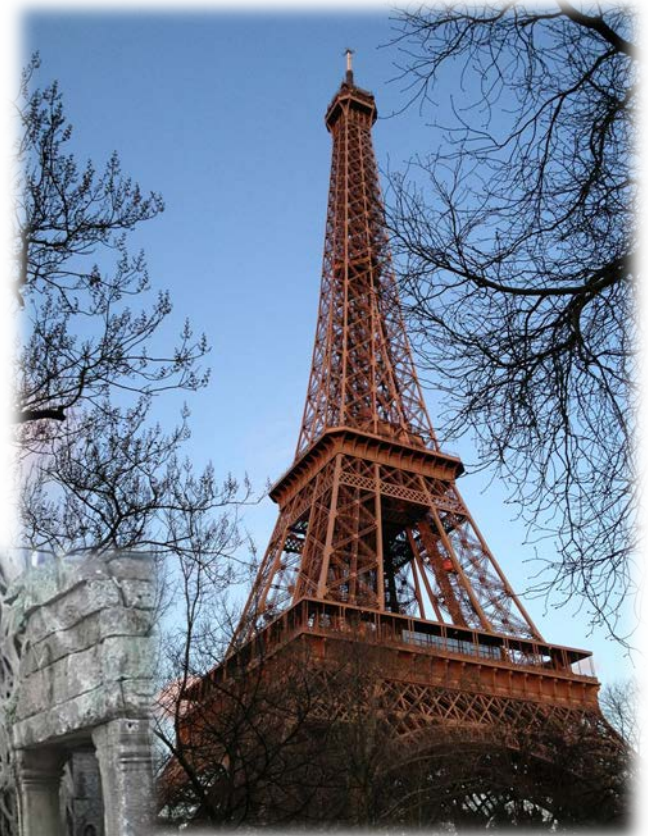
**Winter Intersession:  
May 1**

**Spring Break:  
September 6**

**Summer Intersession:  
October 1**

**Summer:  
November 1**

**Fall Intersession:  
December 2**



# Where Do You Want To Lead??



# Progress on Strategic Plan

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

**Objectives:**

- 3.1 Improve and enhance communications with friends and supporters of the COB**
- 3.2 Refocus and initiate College and Departmental Advisory Councils**

# Goal 3: Results

- 1) Monthly newsletter**
- 2) Reconstituted departmental advisory councils**
- 3) Refocused COB EAC membership and structure**

# Newest EAC Members

- **Bernie Milano, KPMG**
- **Ken Bouyer, Ernst & Young**
- **Jonathan Andrews, O'Reilly**
- **Jim Jones, General Electric**
- **Robert Wiley, Bank of the Prairie**
- **Steve Moles, Intel**
- **Keith Boatright, SRC**
- **John Eilermann, McBride and Son**
- **Robin Robeson, Guaranty Bank**

# Goal 3: Plans for 2013-14

- 1) Continued relationship building with business community**
- 2) Continue to seek nationally prominent EAC members**

# 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 three new professors (ACC, FGB, TCM) who will start this fall – introductions this fall**
- 2) Instituted a regular COB research workshop series (Ron Clark)**
- 3) Provided travel money for research faculty to travel to research conferences**

# Goal 4: Plans for 2013-14

- 1) **MGT will be hiring**
- 2) **COB research workshops to continue**
- 3) **Encourage departmental research workshops**
- 4) **Provide opportunities for faculty/student research collaborations**

# 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

- 1) Continued \$500 per summer research grant to promote research productivity**
- 2) Instituted COB Outstanding Scholarly Activity Awards**
- 3) Re-instituted Dean's Research Scholar Award**
- 4) Implemented COB Outstanding Faculty Member award to recognize faculty who have had significant impact on student success**
- 5) Implemented COB Outstanding Service Award to recognize above and beyond service to the university or community**
- 6) Implemented Staff of the Month recognition program**

# Goal 5: Plans for 2013-14

- 1) Continue faculty and staff awards**
- 2) Enhance summer research grants**
  - a) To align with new AACSB standards**

# 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)

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

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

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

# MSU Timeline

**2013 – 14**

**FEC and CLT work on Faculty Qualifications**

**2014-15**

**New Faculty Qualifications Implemented**

**2015-16**

**Study and refine if needed**

**2016-17**

**Self Study Year**

**2017-18**

**Visit year**

# Faculty Awards

- **Scholarly Activity Awards**
  - Outstanding Empirical Paper
  - Outstanding Non-Empirical Paper
- **Outstanding Professor Awards**
- **Outstanding Service Awards**
- **Dean's Research Scholar Awards**



# Special Recognition

- **Shawn Strong**
- **Neal Callahan – Interim Department Head of TCM**
- **Ron Coulter Interim Department Head of FID**
- **Linda Sartorius, ACC**



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

**The best is yet to come!**