



Missouri State.TM
U N I V E R S I T Y

Fall 2012
Think Bigger and
Bolder

Stephanie M. Bryant, Dean
August 17, 2012

WELCOME BACK!!!

Special Thanks to the faculty and staff for a great first year!!!!

Special shout out to those who worked for a year on accreditation.

(Note: Today's EMBA Meeting will start at 1:45)

Welcome to our New Hires!

- **Faculty**

- Marketing Department Head
- Management Department Head
- Amy Stokes – Marketing Department
- Mike Merrigan (Jan 1) – Management Department
- Debra Price – Fashion and Interior Design (FACs Ed)
- Kerri Tassin – School of Accountancy

- **Staff**

- Pamela Dake – Fashion and Interior Design
- Sarah Nenninger – COB Enrollment and Recruitment Manager

- **Welcome to Dr. Cofer who has joined our COB family in Marketing**

Financial

- **FY 13 budget is still up in the air**
 - Enrollment is key
- **Sources of funds**
 - State budget allocation
 - Graduate differential tuition – Approximately 300k per year
 - COBA Fee - \$1.25M per year recurring revenue
 - One time money - \$1M
 - Travel
 - Summer research grants (article bounty)
 - Other research costs

COBA Fee

80/20 split with the university

This year we get 20% - \$250k

Next year we get \$1M

Priorities:

- **Student organizations**
- **Capital improvements**
 - Building renovations
 - Food court
 - Student Success Center
 - Private fundraising first
 - Naming gift is the goal

Graduate Differential Tuition

We receive 100%

300K per year

What can this be used for?

- **Reinvestment in growth initiatives**
- **Enhancing existing programs**
- **Expenditures related to student advising and administration of graduate programs**

What can this NOT be used for?

- **Enhancement of faculty salaries (i.e., faculty raises)**

Strategic Plan

Branding, Positioning, & Marketing

Goal 1

TARGETED GROWTH

- Enrollment Initiatives
- Signature Programs
 - Diversity Programs
 - Special Programs
- Investment Initiatives
- Marketing Materials
 - Capital Improvements
 - Recruiter
 - Communications & PR

Goal 2

JOBS

- Expand Study Abroad Opportunities
- Grow Career Fair
- Expand Internships/Externships particularly as relates to Public Affairs
- Increase Job Placement
- Establish Business Communication Center

Goal 3

EXTERNAL RELATIONSHIPS

- Increase Diversity of Executive Advisory Council
- Implement Department Advisory Councils
- Strengthen Alumni Relationships

Goal 4

RESEARCH ENVIRONMENT

- Recruit, Retain, and Reward Research-Productive Faculty
- Seek Funds for Professorships/Chairs
- Establish Summer Research Grants
- Institute COBA Research Workshop Series

Goal 5

REWARD SYSTEM

- Reward Top Researchers
- Increase Number of Teaching Fellowships
- Develop Public Affairs Service Award
- Develop Outstanding Staff and Faculty Awards

Student Success

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 Minutes Distributed and Posted**
- **Open Door Policy**
- **Alumni Interaction**
- **Executive Advisory Council (EAC)**

Happenings

- **AACSB Maintenance of Accreditation**
 - Visit is October 21-23, 2012
 - Peer review team:
 - Chair Sanjay Varshney, Cal State Sacramento
 - Member Yar Ebadi, Kansas State
 - Acc Chair Denise English, Boise State
 - Member Timothy A. Pearson

Percent of Participating Faculty by Department: AY 2011-2012

Department/School	Percent
Accounting	90.2%
Computer Information Systems	74.1%
Finance and General Business	91.9%
Management	85.9%
Marketing	92.9%
Technology and Construction Management	62.1%
COB Total	87.8%

AQ/PQ Faculty Percentages by Department 2011-2012

Department/School	AQ Percentage	PQ Percentage	AQ + PQ Percentage
Accounting	80.0%	15.3%	95.3%
Computer Information Systems	66.0%	32.7%	98.7%
Finance and General Business	80.2%	10.3%	90.5%
Management	65.0%	25.5%	91.3%
Marketing	67.5%	27.1%	94.6%
Technology and Construction Management	73.7%	26.3%	100.0%
COB Total	71.5%	22.6%	94.2%

MSU Accreditation Committee - Going Forward

- Libby Rozell, Chair
- Jim Pettijohn, Director of Assessment
 - AOL
 - AACSB Annual Report
 - Digital Measures
- Dick Williams, School of Accountancy
- Michael Hammond, School of Accountancy
 - AOL

Faculty Workload

- **Policy is on the COB website**
- **Must be AQ on a rolling basis to be eligible for overload teaching and off-load (EMBA, MSCIS, EMHA, summer school) teaching**
- **Annual reviews will be important**
- **Important to keep Digital Measures current**
 - Faculty member has the responsibility to do this
- **FEC will take up the issue of variable scheduling this fall (Goal 4, Strategy 2)**

COB Research Workshop Colloquium (Goal 4)

- **Ron Clark has agreed to serve as the COB Research Workshop Coordinator**
- **Goal is two workshops each semester**
 - Productivity based
 - Methodology based

COB Miscellaneous

- **COB Faculty Resources and Policies Website**
 - Strategic Plan
 - Committees
 - Minutes
 - Policies
 - T&P Guidelines
- **COB Name Change**
 - Over time
 - “C-O-B” or College of Business or business school
 - Signage

Happenings

- **COB Student Organization Showcase**
 - August 28th & 29th
 - Halls of Glass Hall
 - All student organizations are encouraged to participate
- **COB Career Fair (Goal 2)**
 - September 24th
 - University Plaza Convention Center
 - Shuttle service from 10 A.M. – 3 P.M.
 - COB classes cancelled from 10 A.M. – 3 P.M.

Building Improvements

- **Glass 436 renovation**
- **Overall building facelift**
- **Student Success Center**

Why are building improvements necessary?

SP Goal 1: Increase the quantity and quality of COB student applicants

Objective 1.4

Improve the physical plant of facilities used by business students to be an inviting, learner-centered environment that promotes student success and that will inspire high potential students to select MSU as their college of choice for their business degree.

Glass Hall Renovations (Goal 1)

- Glass Hall 436
 - Completed in November



Glass Hall Renovations (Cont'd)

- **Taking bids and plans in 2012-13**
- **Design and selection of contractor 2013, as well as securing financing**
- **Construction starts Spring 2014**
- **12-24 month project, depending on how much work we can have done during the regular semesters**
- **Faculty, staff, student Steering Committee**
- **Recarpeting all Glass Hall classrooms over the next 6-12 months.**

Tenure and Promotion Process

- Resources on COB website
 - COB Checklist
 - Binder Cover
- Packets given to admins
 - Included checklist
 - Included pre-made tabs for binders
- SOA and Marketing are on deck for T&P Review of Guidelines

COB Checklist for Promotion and Tenure Application Packets

2012 – 2013

Please present your documentation in the order listed below and behind corresponding tabs.

All Tenure and Promotion Applications

Volume I

- _____ Original Application Form (*place in inside cover*)
- _____ Personal Summary Statement (2-5 pages summarizing accomplishments, background, goals, plans).
- _____ Current Vita
- _____ Annual Progress Reviews from Departmental Committee (will have one for each year)
- _____ Annual Progress Reviews from Department Head (will have one for each year)
- _____ Annual Progress Reviews from Dean (will have one for each year)
- _____ External Review Letters
- _____ Guidelines at time of hire

Volume II

- _____ Other items may be submitted at the discretion of the dean; e.g. College Committee reviews, original publications, summary of student evaluations, etc.

Promotion Applications Only

Volume I

- _____ Original Application Form (*place in inside cover*)
- _____ Personal Summary Statement (2-5 pages summarizing accomplishments, background, goals, plans).
- _____ Current Vita
- _____ Yearly Performance Reviews from Department Head (will have one for each year)
- _____ External Review Letters
- _____ Guidelines at time of hire

Volume II

- _____ Other items may be submitted at the discretion of the dean; e.g. College Committee reviews, original publications, summary of student evaluations, etc.

COB Awards (Goal 5)

- **COB Outstanding Scholarly Activity Award**
 - 1) **Outstanding Empirical Paper**
 - 2) **Outstanding Non-empirical Paper**
 - 3) **Outstanding Contribution to Practice**

Plaque

Selection by faculty committee with some input from the EAC for the practice award

COB Awards (Cont'd)

- **Dean's Distinguished Scholars Award**
 - Plaque
 - All faculty who have authored 15 or more refereed journal publications over the past 5 years

COB Awards (Cont'd)

- **COB Outstanding Faculty Award**
 - Plaque
 - Student-centered award
 - Faculty member is selected by the Student Leadership Council
 - Faculty member who contributes to student success in a profound, meaningful way
 - Nominated through student essay

COB Awards (Cont'd)

- **COB Outstanding Service Award**
 - Plaque
 - Recognizes either faculty or staff who have gone above and beyond in service to the university or the community
 - Nomination or self-nomination
 - Selection by CLT

COB Awards (Cont'd)

- **Staff of the Month**
 - Starting in September
 - Random selection
 - Parking spot in Lot 19A
 - Lunch w/ Dean Bryant

Communication

- **Be positive!**
- **Be enthusiastic!**
- **Be supportive!**
- **Provide feedback!**
- **We are all on the same team and all have the same objective!!**
- **Ask yourself “How can I help the college move forward?”**

Welcome

- **Interim President Clif Smart**
- **Interim Provost Frank Einhellig**

Shout-Outs

- **Business Advising – Sandy Culver**
- **SOA – Dick Williams**
- **CIS – Jerry Chin**
- **FID/TCM – Shawn Strong**
- **FGB – Kent Ragan**
- **MGT – Barry Wisdom**
- **MKT – Ron Coulter**

Questions/Comments

- Please send questions or comments to:
- sbryant@missouristate.edu