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

Mission, Vision, Values

Goals
1. Increase the quantity and quality of COB student applicants
2. Prepare students for successful careers in a globally competitive business environment
3. Strengthen external relationships and grow our national profile
4. Enhance the research environment of the College
5. Support and reward personal excellence and professional development in faculty and staff

Metrics for Success
- Appendix

Enrollment & Recruiting Plan
- Supplement 1

Marketing & Communications Plan
- Supplement 2

Capital Projects and Fundraising Plan
- Supplement 3

COB Succession Plan
- Supplement 4
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
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
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](https://www.youtube.com/watch?v=qYeUzZl7RDg)
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
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
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

<table>
<thead>
<tr>
<th>Professional experience, substantial in duration and level or responsibility</th>
<th>Academic (Research/Scholarly)</th>
<th>Applied/Practice</th>
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</thead>
<tbody>
<tr>
<td>Scholarly Practitioners (SP)</td>
<td>Scholarly Academic (SA)</td>
<td>Instructional Practitioners (IP)</td>
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<tr>
<td>Practice Academics (PA)</td>
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\[
\text{SA} + \text{PA} + \text{SP} + \text{IP} = 90\% \\
\text{SA} + \text{PA} + \text{SP} = 60\% \\
\text{SA} = 40\%
\]
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>2014–15</td>
<td>CLT adopted new Faculty Qualifications Policies, considerable input from faculty through FEC</td>
</tr>
<tr>
<td>2015-16</td>
<td>New Faculty Qualifications Implemented January 1, 2015</td>
</tr>
<tr>
<td>2016-17</td>
<td>Self Study Year</td>
</tr>
<tr>
<td>2017-18</td>
<td>Visit year</td>
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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”
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 Glass 101 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
• 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
• **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.
• 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!