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
- Recruitment
- Communications & PR

Goal 2: Jobs
- Expand Study Abroad Opportunities
- Grow Career Fair
- Expand Internships/Exterships 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 Professors/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

<table>
<thead>
<tr>
<th>Department/School</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>90.2%</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>74.1%</td>
</tr>
<tr>
<td>Finance and General Business</td>
<td>91.9%</td>
</tr>
<tr>
<td>Management</td>
<td>85.9%</td>
</tr>
<tr>
<td>Marketing</td>
<td>92.9%</td>
</tr>
<tr>
<td>Technology and Construction Management</td>
<td>62.1%</td>
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<tr>
<td><strong>COB Total</strong></td>
<td><strong>87.8%</strong></td>
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### AQ/PQ Faculty Percentages by Department 2011-2012

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