Spring 2014 All COB meeting
May 9, 2014
Charting our Future
Review of the Past Year: Strategic Plan Progress and Highlights
COB Strategic Plan: Marketing and Branding

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
Progress on Strategic Plan: Year 3/5

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
1) Enrollment up by 257 students last fall
   1) Received $150k in new money
   2) Used by Cybersecurity program and additions to existing lines
2) Created Marketing and Branding Strategic Plan and Brand Propagation Strategy
3) Bears Business Community waiting list for all
4) Aggressively marketing online MBA
5) Offering more online courses and programs
6) Launch of Corporate Mentor Program
Succeed with the College of Business

Marketing and Branding Strategic Plan and Brand Propagation Strategy
Succeed with the College of Business

Metrics for Success: Key Performance Indicators
Goal 1: Plans for 2014-15

1) Continued focus on recruiting high potential and diverse students, target enrollment is 5,100

2) Curriculum work
   1) MBA
   2) COB Core
   3) Departments

3) Fundraising for Glass Hall project
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 and Plans for 2014-15

1) Study Abroad: Dr. Meinert
2) Career Fair: Vickie Hicks
   a) Fall 2013 results
   b) Changes for Fall 2014
3) Placement Info
COB Placement Statistics

• There were 385 COB December 2013 Graduates
  – We have information on 66%
  – 64% have professional jobs
  – 10% are going to grad School
  – 21% are still seeking
  – 5% are not seeking
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
Newest Additions to EAC

• Brad Thomas, President, Silver Dollar City
• Blane Ruschak, National Partner in Charge of Recruiting and University Relations, KPMG
• George Krull, former National Managing Partner of Grant Thornton
Goal 3: Plans for 2014-15

1) Continued relationship building with business community
2) Continue to seek nationally prominent EAC members
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 five new professors (3-MGT, TCM, ACG) who will start this fall - introductions this fall
2) Departments should be having brown bags or other types of research programs
3) Provided travel money for research faculty to travel to research conferences
Goal 4: Plans for 2014-15

1) MGT, MKT, ACG will all be hiring
2) Search in TCM for department head
3) Continue departmental research workshops and brown bags
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) 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
6) Continued Staff of the Month recognition program
New AACSB Standards

<table>
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<tr>
<th>Professional experience, substantial in duration and level or responsibility</th>
<th>Scholarly Practitioners (SP)</th>
<th>Instructional Practitioners (IP)</th>
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<tbody>
<tr>
<td>Doctoral degree</td>
<td>Scholarly Academic (SA)</td>
<td>Practice Academics (PA)</td>
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SA + PA + SP + IP = 90%
SA = 40%
SA + PA + SP = 60%
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2014-15</td>
<td>FEC and CLT adopt new Faculty Qualifications Policies</td>
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<tr>
<td>2015-16</td>
<td>New Faculty Qualifications Implemented</td>
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<tr>
<td>2016-17</td>
<td>Self Study Year</td>
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<tr>
<td>2017-18</td>
<td>Visit year</td>
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Services we can provide in-house to you
College of Business

COB Building Project: Status Report
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with the
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Faculty Awards
Scholarly Activity Awards

• Outstanding Empirical Paper
• Outstanding Non-Empirical Paper
Outstanding Professor Awards

• Selected by COB Student Organization Leaders
Outstanding Service Award

• Selected by Dean
Dean’s Research Scholar Awards

• 15 or more refereed publications in the past 5 years
Promotion and Tenure Recognition

- David Joswick – Promotion to Senior Instructor
- Paul Ashcroft – Promotion to Associate Professor and Tenure
- Wes Scroggins – Promotion to Professor

Congratulations to these faculty!!
Special Shout-Out

• Jim Cofer named a Fulbright Scholar

Congratulations Dr. Cofer!
Another Special Shout Out

• Ad Team – is in the top 3 nationally for the American Petroleum Institute national competition
• 24 teams competed
• Finals next Thursday....send good thoughts their way!
Last Meeting: We will miss you!

- Anita Brand
- John Kent
- Rowena Stone
- Brent Kinghorn
Thank you to The Most Amazing Faculty & Staff Anywhere!

The best is yet to come!