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
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 requirement
      Over 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

Marcianne 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??
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
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

<table>
<thead>
<tr>
<th>Academic (Research/Scholarly)</th>
<th>Applied/Practice</th>
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</thead>
<tbody>
<tr>
<td>Professional experience, substantial in duration and level or responsibility</td>
<td>Scholarly Practitioners (SP)</td>
</tr>
<tr>
<td>Doctoral degree</td>
<td>Scholarly Academic (SA)</td>
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\[ \text{SA} + \text{PA} + \text{SP} + \text{IP} = 90\% \]

\[ \text{SA} = 40\% \]

\[ \text{SA} + \text{PA} + \text{SP} = 60\% \]
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!