

**College of Business Strategic Plan
2007-2008 Goals and Objectives
(Final Version-Approved October 11, 2007)**

<i>Objectives</i>	<i>Assessment Criteria</i>	<i>Financial Resources</i>	<i>Responsibility</i>
Goal 1-Provide high quality, relevant, innovative education for business and non-business students and the community (University M1, M2, M3, M4, M6, M12)			
1.1 Pursue AACSB accounting accreditation for undergraduate and graduate accounting programs.	Submission of application letter and completion of self-evaluation report.	\$10,000	Department Chair and Dean
1.2 Continue to review and update programs and standardized course syllabi.	Curriculum reviews and updated syllabi	No additional funds	Department Chairs and Undergrad/Grad Advisory Committees
1.3 Continue to refine and enhance our assessment program to maximize effective use of assessment information.	Documented operational and curriculum improvements.	No additional funds	Dean, Department Chairs, and Assessment Committee
1.4 Explore the advisability of adding new programs. Review related proposals and submit COB approved proposals for university approval.	Proposals and related documents reviewed and those approved by COB submitted to administration.	No additional funds	Dean, Department Chairs, and Undergrad/Grad Advisory Committees
Goal 2—Recruit, develop, and retain quality faculty (University Goals M1, M2, M7, M12).			
2.1 Fill faculty positions that may become vacant.	Filled positions	To be determined	Search committees
2.2 Continue to work with university administration for salary adjustments (to AACSB Comparisons) for faculty retention.	Recommendations made	To be determined	Dean
2.3 Continue to support faculty development activities (e.g., travel, student assistants, and research colloquia).	Support activities	No additional funds	Department Chairs
2.4 Encourage and support faculty development of web-based instruction.	Support activities	To be determined	Department Chairs
Goal 3—Encourage and support the effective use of technology and other instructional resources to improve learning (University M1, M6, M10, M12)			
3.1 Replace instructional computer lab equipment as appropriate.	Appropriate upgrades completed	\$50,000	FEDS Chair and Provost
3.2 Upgrade faculty/staff office technology as required.	Appropriate upgrades completed	\$35,000	Dean
Goal 4—Enhance student learning and retention through quality recruitment, advising, placement, and student organizations (University M1, M6, M12)			
4.1 Continue networking/visitation program for COB professional advisors and high school counselors (e.g., mileage, promotion materials).	Program visits	\$3,000	Associate Dean
4.2 Strengthen and support student organizations including participation in competitions and other academic and service learning endeavors.	Participation in activities	\$5,000	Faculty and Dean
4.3 Supplement student placement activities.	Developed an action plan with Career Services to supplement student placement activities	No additional funds	Associate Dean
4.4 Update College publications.	Updated and created new publications	\$5,000	Administrative Council
Goal 5—Pursue continuous improvement of college operations and community service (University M8, M9, M12).			
5.1 Work with the University administration on the planning and design of the new College of Business Building.	Progress in the planning and preparations.	\$10,000	Department Chairs, Dean, faculty, staff
5.2 Continue to develop and implement tools including Sedona and WEAVEonline (university acquired program), and EBI surveys to measure College operations and progress for AACSB reporting.	Expand use of Sedona faculty reporting system and test the effectiveness of assessment tools.	\$15,000	Department Chairs and Dean
5.3 Disseminate information about college programs and happenings.	Published and distributed information.	\$7,000	Associate Dean and Director, Graduate Programs
5.4 Continue to review and update College processes.	Reviewed policies	No additional funds	Administrative Council
5.5 Continue to support staff development.	Support activities	\$5,000	Associate Dean
5.6 Work with Business Advisory Council and business community to get input and support for student scholarships and other worthwhile College projects.	Funds raised and recommendations made	To be determined	Dean