**Southern Arkansas University**

**College of Business**

**Strategic Plan**

**2009-2014**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Enrollment Patterns** | | | | | | |
| **Undergraduate Headcount Enrollment by Declared Major in the College of Business** | | | | | | |
| **Fall Semesters 2005 - 2008** | | | | | | |
|  |  |  | **2005** | **2006** | **2007** | **2008** |
| Accounting | |  | 111 | 114 | 112 | 92 |
| Marketing |  |  | 67 | 71 | 68 | 67 |
| Management Information Systems | | | 26 | 27 | 36 | 37 |
| Finance |  |  | 66 | 59 | 66 | 65 |
| Organizational Management | | | 79 | 129 | 157 | 156 |
| Computer Information Systems (phasing out) | | | 51 | 34 | 20 | 4 |
| General Business | |  |  | NA | 6 | 8 |
| Management (phasing out) | | | 92 | 38 | 24 | 8 |
| Graduate (MBA) | |  | NA | NA | NA | 12 |
| **TOTALS** |  |  | **492** | **472** | **489** | **449** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Graduates from the College of Business** | | | | | | | |
| **Calendar years 2005-2008** | | | | | | | |
| **(Including May, August, and December within each calendar year) counting double majors** | | | | | | | |
| **Year** | **Accounting** | **MIS/CIS** | **Finance** | **Mgmt/Org. Mgmt.** | **Marketing** | **TOTAL** | **Total with  no double majors** |
| 2005 | 27 | 22 | 26 | 35 | 20 | 130 | 116 |
| 2006 | 21 | 19 | 28 | 29 | 14 | 111 | 90 |
| 2007 | 28 | 18 | 33 | 30 | 26 | 135 | 118 |
| 2008 | 33 | 14 | 34 | 22 | 24 | 131 | 115 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Student Semester Credit Hours** | | | | |
| **Fall Semesters 2005 - 2008** | | | | |
|  | **2005** | **2006** | **2007** | **2008** |
| Dept of Accounting Economics and Finance | 2790 | 2643 | 2493 | 2424 |
| Marketing/Management/MIS | 3000 | 2763 | 2844 | 2535 |
| **College of Business** | 5790 | 5406 | 5337 | 4959 |
| **Southern Arkansas University** | 40552 | 39812 | 40482 | 39164 |
|  |  |  |  |  |
| College of Business as a % of SAU | 14.3 | 13.6 | 13.2 | 12.7 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Student Semester Credit Hours** | | | | |
| **Spring Semesters 2005 - 2008** | | | | |
|  | **2005** | **2006** | **2007** | **2008** |
| Dept of Accounting Economics and Finance | 2526 | 2559 | 2278 | 2202 |
| Marketing/Management/MIS | 3456 | 3021 | 3099 | 2823 |
| **College of Business** | 5982 | 5580 | 5377 | 5025 |
| **Southern Arkansas University** | 37468 | 37297 | 36908 | 36480 |
|  |  |  |  |  |
| College of Business as a % of SAU | 16.0 | 15.0 | 14.6 | 13.8 |

**SAU College of Business Strategic Plan**

**2009-2013**

**Mission Statement**

**And**

**Statement of Core Values**

The College of Business at Southern Arkansas University shapes future business leaders and equips them to succeed in the global economy through our high quality undergraduate and graduate business programs.

Our core values drive us to accomplish this mission with excellence.

We value:

* **Student Success**: The College fosters personal and professional development that transforms student potential into career performance.
* **Teaching for Excellence**: The College supports a stimulating environment for rich experiential learning, with relevant curricula, innovative teaching, and scholarly inquiry applied to inventive instructional methods and real business questions.
* **Personal and Professional Integrity**: The College values ethical behavior, mutual respect and collegiality.
* **Continuous Improvement**: The College seeks to be a leader in the University and in the region through an unyielding pursuit of excellence.
* **Community Engagement**: The College develops mutually beneficial relationships with alumni, friends, industry, and the surrounding community.
* **A Personal Environment**: The College cultivates an atmosphere of individual attention, while emphasizing teamwork.

**Vision Statement**

“Expect Excellence”

The College of Business at Southern Arkansas University will be an organization where excellence is expected and experienced.

* Students will experience and contribute to excellence in and out of the classroom in a way that prepares them to live and work with distinction and integrity.
* Faculty will help achieve the vision and mission of the College and University by inspiring excellence in students, by cultivating quality relationships with students, other faculty, alumni, and corporate partners, and by producing quality research and service.
* Administration will provide leadership by securing resources and support that enables students and faculty to reach and maintain excellence that is recognized worldwide.

**Strategic Goals, Objectives, Measurements, and Action Plans**

**Strategic Goal 1: Provide high quality undergraduate business programs.**

***Objective 1: Ensure relevance and rigor of the curriculum in the business core and each area of emphasis.***

**Action Plan**:

A. Review and make changes as needed to the BBA and MBA learning goals.

B. Conduct an annual curriculum review process that includes data received and analyzed through the assurance of learning process. This process will be moved to the spring semester to ensure adequate time is available to research trends, interview employers and graduates, and to review syllabi and textbooks.

C. Utilize a committee of IT professional to review and update the MIS curriculum. The committee will be composed of two BAC members, two RAAC members, two students, and the MIS faculty. It will be chaired by the department chair. Timeline: Begin in 2008-2009, with curriculum revisions approved in 2009-2010, and new curriculum taught in 2010-2011.

D. AOL/Curriculum committee and Program Review Committee will review business core curriculum annually, with input from faculty, BAC, RAAC, and BSAC.

E. AOL/Curriculum committee, with input from faculty, BAC, RAAC, and BSAC, will review accounting, finance, management, and marketing curricula annually.

**Time Line for Action Plans/Reponsible Party or Parties**

1. Annually each spring for changes to be made in succeeding fall.

**AOL/Curriculum Committee**

1. Annually each spring for changes to be made in succeeding fall.

**AOL/Curriculum Committee** **and faculty**

1. Summer 2009 through Fall 2009

**Wise, MIS faculty**

1. Annually in late fall and early spring for changes to be made in succeeding fall.

**AOL/Curriculum Committee and others, coordinated by Dean**

1. Annually in late fall and early spring for changes to be made in succeeding fall.

**AOL Committee Chair**

***Objective 2: Integrate Assurance of Learning into the culture of the College so that every curriculum decision is driven or supported by data and every faculty member seeks to continuously improve every course through the assessment process.***

**Action Plan:**

1. Revise the curriculum review process to occur in spring semester each year after the Curriculum /AOL committee has analyzed data and made recommendations.
2. Initiate workshops and/or luncheons sponsored by the Curriculum/ AOL Committee to have faculty development regarding assessment ideas and curriculum improvement.
3. Explore adding “AOL participation” to faculty evaluation process.
4. Create accounts on University “Z” drive to store both undergraduate and MBA assessment data.
5. Develop more detailed examples of integrating assessment explanations into syllabi.
6. Revisit AOL plan annually.

***Objective 3: Provide greater access and convenience to the program through an expanded online program, while ensuring the quality of those courses through improved instructional methods and differentiated assurance of learning.***

**Action Plan:**

1. Have all junior and senior level core business courses available online by Spring 2010.
2. AOL/Curriculum Committee will monitor student learning in online courses and develop additional methods of assessing learning if necessary.

**Time Line for Action Plan**

1. Will review curriculum early fall 2009 and then revise process beginning in spring 2010.

**Department Chairs**

1. 2009-2010

**C/AOL Committee Chair**

1. 2009-2010

**Dean and C/AoL Chair**

1. 2010-2011

**Strategic Planning Team**

1. 2009-2010

**C/AOL Chair**

1. Each fall semester

**AOL Chair**

1. Spring 2010

**Dean/Dept. Chairs**

1. Each year as part of AOL process.

**C/AOL and Online Committees**

1. Provide opportunities for education and professional development for faculty teaching online courses
2. Provide opportunities for education and professional development for faculty teaching online courses Budget considerations for travel will be 1: Intellectual Contributions for tenure track faculty and 2:Intellectual Development for improving distance education
3. Examine the possibility of appointing a “Distance Education Director” to lead the development of online courses and other distance education programs.
4. Propose and support an “online course fee” to support the development and improvement of online courses.

***Objective 4: Increase undergraduate enrollment through recruitment and retention of capable and prepared students.***

**Action Plan – Market Penetration (Increase market share in existing markets)**

1. **Recruiting**
   * 1. Increase recruiting at two year colleges by developing Memorandums of Understanding with SouthArk, Texarkana College, Northwest Arkansas Community College, and UACCH.
     2. Increase recruiting at two year colleges by attending college fairs and building relationships with business faculty at those colleges.
     3. Increase transfer student scholarships through fundraising.
     4. Bring more public school students to participate in events in the CoB.
2. **Retention**
   * 1. Build a greater sense of community within the College.
     2. Improve tracking of students from sophomore to junior level, then from admission to graduation by building in house data base or by working with ITS to devise systems.

**Time Line for Action Plan:**

1. 2009-2010, with budget request for extra travel in 2010-2011 budget cycle. (see E below)

**Dept. Chairs**

D. 2011-2012

**Dept. Chairs**

1. 2009-2010 for 2010-2011 budget cycle.

**Dean/Coordinate with other Deans**

1. Annually by goal.

1. 2010-2011

**Dean**

2. Annually

**Enrollment Committee**

3. 2011-2012

**Dean**

1. 2009-2010 with increases each year.

**SIFE/PBL**



1. Annually

**All Faculty**

2.2010-2011

**Dean**

1. Create celebration ceremony for achieving admission to the CoB.
2. Generate and mail congratulatory cards to students upon admission to the CoB.
3. Reinstitute the “Lunch with Lisa” occasions to allow students to provide feedback to the dean.
4. Explore the opportunity for Beta Gamma Sigma to host a dinner for lower level students who made the Dean’s List or President’s List each semester.
5. Investigate options for recruiting students who have not declared nor decided a major.

**Action Plan – Market Development (Enter new markets with existing degrees)**

1. **Recruiting**

1. Develop a reproducible night program to deliver at SAU Tech in Camden that will allow students with an associate degree to earn a BBA with a major in General Business.
2. After program is complete in Camden, deliver the program in El Dorado at SouthArk Community College.
3. Cooperate with School of Graduate Studies to consider offering the MBA in conjunction with international universities, particularly in China.

**Action Plan – Product Development (Provide existing markets with new products)**

1. **Recruiting and Retention**
2. Develop study abroad programs at both the undergraduate and graduate levels.
3. Consider joint degrees with other academic units in the University, particularly a BAS in Health Care Management and/or a BAS in Technology and Leadership.

3. Each semester beginning spring 2010.

**Dean’s Office**

4. Spring 2010

**Dean’s Office**

1. Fall 2009

**Dean’s Office**

1. Spring 2010

**Beta Gamma Sigma Advisor and Officers**

1. 2009-2010

**Marketing Committee and Dean’s Office**

**Time Line for Action Plans**

1. Fall 2009

**Dean’s Office**

1. Fall 2012

**Dean’s Office**

1. 2010-2011

**Dean and MBA Director**

1. 2011-2012

**Dean - Plumlee**

1. 2013-2014

**Strategic Planning Committee**

***Objective 5: Increase graduation rates of business majors.***

1. Identify appropriate measures of graduation rates (freshmen to graduation, admission to CoB to graduation, etc.)
2. Identify factors that decrease probability of graduation.
3. Propose changes to affect change in factors identified in B.

***Objective 6: Continue to globalize the curriculum and provide opportunities for study abroad programs.***

**Action Plan**

1. Develop study abroad programs through cooperation with the SAU program, through partnerships with other Universities such as UALR, and through contacts provided by our international faculty.
2. Utilize international faculty, students, and the International Students Association to reestablish International Day, in which students are introduced to the culture and business practices of other countries through interaction with individuals from those countries.

**Time Line for Action Plan**

1. 2010-2011

**Marketing Committee**

1. 2010-2011

**Marketing Committee**

1. 2011-2012

**Marketing Committee**

1. 2010-2011

**Dean/Plumlee**

1. 2009-2010

**Dean/Plumlee with help from SIFE/PBL**

**Strategic Goal 2: Provide a high quality graduate business program.**

***Objective 1: Ensure relevance and rigor of the curriculum in the MBA program through an annual curriculum review process that includes data received and analyzed through the assurance of learning process***.

**Action Plan:**

1. Work with existing AOL/Curriculum committee to insure AOL plan is effectively implemented.
2. Review admissions policies and relate them to student performance, retention, and graduation.
3. Determine if existing advisory councils (RAAC and BAC) are providing adequate feedback for MBA program. If not, increase participation by those councils.
4. Formalize the input/feedback process from RAAC and BAC.
5. Develop a student advisory council for MBA students.
6. Explore representation of MBA students on existing BSAC.

***Objective 2: Integrate Assurance of Learning into the culture of the MBA program so that every curriculum decision is driven or supported by data and every faculty member seeks to continuously improve every course through the assessment process.***

**Action Plan:**

1. Formalize the MBA committee’s standing in the College of Business in the College of Business and the process of creating policies and procedures for the MBA program.
2. Revise the curriculum review process to occur in spring semester each year after the AOL/Curriculum committee and MBA committee has analyzed data and made recommendations

**Time Line for Action Plans**

1. Annually

**Dean and C/AoL Chair**

1. 2009-2010, 2011-2012, 2013-2014

**MBA Director and MBA Committee**

1. Fall 2009

**Dean/MBA Director**

1. 2009-2010

**MBA Director and Committee**

1. Fall 2009

**Dean/MBA Director**

1. Fall 2009

**Dean**

1. Summer and Fall 2009

**Strategic Planning Committee**

1. Fall 2009 for 2010-2011 year, then spring 2010 after that for 2011-2012 year.

**Strategic Planning Committee**

***Objective 3: Increase the enrollment in the MBA program through marketing and recruiting.***

**Action Plan:**

1. Appoint a faculty MBA director.
2. Create and implement a promotional plan that utilizes the resources of the University, the School of Graduate Studies, and the College of Business that reaches the three identified target markets for the program: (1) current or recently graduated SAU students, (2) working professionals, and (3) international students.

**Time Line for Action Plans**

1. Summer/Fall 2009

**Dean/Search Committee**

1. Spring/Fall 2010

**MBA Committee**

**Strategic Goal 3: Foster personal and professional development that transforms student potential into career performance.**

***Objective 1: Provide increased networking and personal development opportunities through expanded academic enrichment programs***.

**Action Plan**

1. Improve and expand the visibility of the Classroom to Careers Conference, publicizing it to the entire University.
2. Maintain the Executive in Residence program each fall, while considering expanding to an additional program each spring.
3. Continue the Lessons in Leadership Ethics Lecture.
4. Seek to have the Murphy Lecture series endowed by the Murphy Oil Corporation and/or the Murphy Foundation.
5. Encourage all faculty and student groups to explore opportunities for academic enrichment opportunities.

***Objective 2: Provide increased opportunities for students to gain “real world” experience.***

**Action Plan**

1. Expand internship program by promoting it with area businesses, civic organizations, the SBDTC, and economic development personnel.
2. Provide students additional opportunities to work on consulting projects with local and regional businesses, utilizing the SBDTC and faculty contacts to gain access to those opportunities.

**Time Line for Action Plans**

1. Fall 2010

**Dean, C2C Committee, BSAC**

1. 2010-2011

**Dean**

1. January 2010

**Stinson**

1. 2011-2012

**Dean**

1. 2012-2013

**Dept. Chairs**

1. Fall 2010

**New Internship Director**

1. 2010-2011

**Dept. Chairs/Considine**

***Objective 3: Increase professional development activities.***

**Action Plan**

1. Empower SIFE/PBL to grow their professional development activities and encourage participation by students in the events.
2. Seek funding to allow participation in regional and national field trips that broaden students’ cultural horizons and provide networking opportunities. These trips also build a sense of community with other students and with the sponsoring faculty.
3. Consider reestablishing the Accounting and Finance Society for students in those majors.
4. Consider reestablishing the Marketing and Management Society for students in those majors.

**Time Line for Action Plan**

1. 2009-2010

**CoB Faculty**

1. 2011-2012

**Dean**

1. 2009-2010

**Riner and Warrick**

1. 2009-2010

**Wise and Trout**

**Strategic Goal 4: Support a stimulating environment for rich experiential learning, with relevant curricula, innovative teaching, and scholarly inquiry applied to inventive instructional methods and real business questions.**

***Objective 1: Meet or exceed all AACSB, International guidelines regarding faculty qualifications and sufficiency.***

**Status Report for 2008-2009 (supported by Professional Data Sheets) *will update to 2008-2009 when info is available.***

**Faculty Qualifications**

**Quantity:**

19 full-time, participating faculty members

12 tenured or tenure-track, 6 non-tenure track, 1 visiting instructor

1.38 part-time supporting faculty members

**Qualifications of participating faculty:**

14 academically qualified faculty members, eight graduate faculty

3 professionally qualified (Coleman, Pearson, and Trout)

2 other (Hughes and Lisenby)

**Faculty Sufficiency**

**2009-2010 NUMBERS**

|  |  |
| --- | --- |
| Discipline | % of SSCH Taught by Participating Faculty |
| Accounting | 90.71 |
| Finance/Economics | 100.0 |
| Management/MIS | 91.57 |
| Marketing | 100.00 |
| Overall Total | 94.49 |

**Action Plan**

|  |  |
| --- | --- |
| **FACULTY MANAGEMENT PLAN**  **(Participating Faculty)** | |
| **Faculty Status in 2008-2009** | **Goals for Faculty 2009-2010** |
| Academically Qualified Faculty | Plans for AQ Faculty retention or replacement |
| 1. Ashby |  |
| 2. Bhadauria |  |
| 3. Clark |  |
| 4. Logan, B. (visiting) | 4. Reappoint, conduct search |
| 5. Logan, J. |  |
| 6. Plumlee | 6. Complete dissertation, move to tenure-track |
| 7. Riner |  |
| 8. Stinson |  |
| 9. Toms |  |
| 10. Warrick | 10. Make progress toward completion of dissertation. |
| 11. Watson | 11. Complete dissertation. |
| 12. White (EdD) | 12. Retiring June 30, 2010, will replace with AQ |
| 13. Wise |  |
| 14. Zhao |  |
| 15. Management vacancy | 15. Hired Ken Green, DBA who is AQ |
| 16. Finance vacancy | 16. Hired Chailing Hsieh, PhD who is AQ |
| 17. Management vacancy | 17. Hired Jeramy Meachum to begin fall 2009 |
|  |  |
| **Professionally Qualified Faculty** | **Plan for PQ Faculty Retention or Replacement** |
| 18. Pearson | 18. Must maintain PQ status |
| 19. Trout | 20. Must maintain PQ status |
|  |  |
| **Other Faculty** |  |
| 20. Hughes |  |
|  |  |

1. New Hires:
   1. Any faculty vacancies that occur will be filled with academically or professionally qualified faculty, giving full consideration to diversity considerations. Candidates qualified to hold positions as graduate faculty will be given preference. (See Faculty Standards in appendix).
   2. Hiring decisions will give priority to academically qualified faculty who hold doctoral degrees in business, appropriate to the field in which the faculty will teach.
   3. The percentage of AQ faculty who hold degrees outside of business (such as EdD) will be limited to 15% of total full-time faculty.
   4. For fall 2009, fill management position accordingly with individual qualified to serve as MBA director. For fall 2010, fill vacancy in management accordingly.
2. Faculty Development
   1. Ronnie Watson must complete his doctorate by fall 2010.
   2. Gerald Plumlee must complete his doctorate during the 2010-2011 academic year. At that point, move him into a tenure-track position.
   3. Shane Warrick must complete his doctorate by 2012. Support him through scheduling decisions and travel assistance.
   4. Work with Coleman in remaining as a part-time faculty member while pursuing doctorate at Louisiana Tech University.
   5. Work with Trout to improve PQ creditials or begin doctoral program by fall 2010.

***Objective 2: Support an environment where innovative teaching is the norm.***

**Action Plan**

1. Research the possibility of implementing the IDEA faculty evaluation system that rewards performance in teaching, research, and service.
2. Support CoB Technology Committee in constantly updating educational technology.
3. Continue to improve the new faculty orientation process, exploring the possibility of a formal mentoring process.
4. Continue the “Teacher of the Future” award program each year, potentially adding an award for experienced teachers.

***Objective 3-8: Provide encouragement and opportunities to increase and improve the research efforts of faculty and students.* *Additionally, the quantity and quality of intellectual contributions will continue to improve in order to meet the following objectives:***

**Objective 3:**  **75% or more** of intellectual contributions should relate to learning and pedagogical research and contributions to practice (no change from previous).

**Objective 4: 70% or more** of all full-time faculty should document the equivalent of 3 or more refereed intellectual contributions (factoring in 1 IC for two SAU co-authors; three or more SAU co-authors as 1 IC for lead author and .5 for second, third, or more authors).

**Objective 5**: **60% or more** of all full-time faculty should document the equivalent of 2 or more refereed journal articles (factoring in 1 IC for two SAU co-authors; three or more SAU co-authors as 1 IC for lead author and .5 for second, third, or more authors).

**Time Line for Action Plan**

1. 2010-2011

**Dean and Dept. Chairs**

1. Annually

**Technology Committee and Dean**

1. Summer/Fall 2009

**Dean/Mentoring Committee Chair**

1. Spring 2011

**Dean**

**Objective 6: 100%** of academically qualified

faculty should document the equivalent of 2 or more refereed journal articles (factoring in 1 IC for two SAU co-authors; three or more SAU co-authors as 1 IC for lead author and .5 for second, third, or more authors).

**Objective 7: At least 65%**  of refereed journal articles should be published in outlets with an acceptance rate of 50% or less as documented by Cabell’s or web/publisher-provided information (with no double counting of co-authored papers).

**Objective 8: All** faculty holding professorships should document at least two refereed journal articles within any three-year period.

**Action Plan**

1. Research the possibility of implementing the IDEA faculty evaluation system that rewards performance in teaching, research, and service.
2. Ask department chairs to prepare a research agenda for all AQ faculty and identify specific needs to support that agenda.
3. Set aside money from endowment income to support needs identified in *B* above. For example, provide money for data collections.
4. Continue the “Researcher of the Year” award within the College of Business.

**Time Line for Action Plan**

A. 2010-2011

Dean **and Dept. Chairs**

1. During budget preparation cycle for 2010-2011 fiscal year.

**Dept. Chairs**

1. 2010-2011

**Dept. Chairs**

1. Annually

**Dean and Dept. Chairs**

**Strategic Goal 5: Promote Personal and Professional Integrity.**

***Objective 1: Advocate professional and ethical behavior***.

**Action Plan**

1. Develop an ethical framework that is integrated into the curriculum at every level.
2. Provide academic enrichment activities that introduce individuals who have been involved in ethical dilemmas.
3. Continue the “Lessons in Leadership” ethics lecture organized by the accounting faculty each year.

***Objective 2: Promote mutual respect and collegiality***.

**Action Plan**

1. Disseminate the CoB Code of Ethical Behavior.
2. Enforce the CoB Code of Ethical Behavior, utilizing the BSAC to determine appropriate methods
3. Publish, discuss, and reinforce the College Mission and Statement of Core Values.

**Strategic Goal 6: Develop mutually beneficial relationships with alumni, friends, industry, and the surrounding community.**

***Objective*** ***1: Engage the community through strengthened relationships with the external advisory councils, the Business Advisory Council and the Recent Alumni Advisory Council.***

**Action Plan**

1. Set a specific calendar time (i.e. the third Friday in October) when the BAC and RAAC meetings will be held.

**Time Line for Action Plans**

1. Summer/Fall 2009

**AOL Committee**

1. 2010-2011

**Faculty**

1. Annually

**Accounting faculty with help of Dean’s Office when needed.**

1. Each semester, with special emphasis in fall semesters

**Faculty**

1. Fall 2009, reviewed each Fall

**Dean with BSAC**

1. Each semester, with special emphasis in fall semesters

**Faculty**

1. Fall 2009

**Dean**

1. Formalize the process of integrating feedback from Councils into CoB policies and procedures.
2. Invite and encourage council members to participate in more CoB activities, such as the Business Awards Banquet.

***Objective 2: Build and strength relationships with CoB alumni that leads to a sense of tradition and community.***

**Action Plan**

1. Establish a CoB alumni organization in cooperation with the SAU Alumni Director.
2. Seek to institute traditions that bond students and faculty with the College and that encourages interaction with it after graduation.

***Objective 3: Become known as the “go to” entity in South Arkansas for business knowledge, education, consulting and training.***

**Action Plan**

1. Provide executive education to area businesses and industries. This will require building relationships with area chambers of commerce, civic and professional organizations.
2. Promote the CoB internship program as a way to employ a qualified individual and gain access to a pool of such employees. This will also allow the CoB to build a reputation as producing quality graduates.
3. Utilize the SBTDC to build relationships and provide services for area entrepreneurs.
4. Develop Center for Professional Development as a “one-stop shop” for students to receive assistance in professional development, for businesses to find access to executive education, and as a support for the administration and faculty in planning and implementing the professional development activities.
5. Spring 2010

**Dean**

1. Annually, with special invitations each spring.

**Dean’s Office**

1. 2011-2012

**Dean’s Office**

1. 2010-2011

**College of Business**

1. 2011-2012
2. 2010-2011

**Dean/New Internship Director**

1. 2010-2011

**Considine/Dean**

1. 2011-2012

**Dean/Clark**

1. Continue to develop and utilize the Community Business Leaders group. This group of Magnolia business leaders provides invaluable information about the perception of the College in the community.

***Objective 4: Develop relationships with area public and private primary and secondary schools.***

**Action Plan**

1. Utilize the Center for Economic Education and Research to provide in service training for primary and secondary teachers.
2. Work with SIFE/PBL to grow SAKE, Business in Heels, Guys in Ties, and SAKE FX to bring students into the College of Business.
3. Explore a summer camp that brings high school sophomores and juniors to campus for one to two weeks to explore business as a career.

***Objective 5: Design a development plan that corresponds with the needs identified within this strategic plan.***

**Action Plan**

1. Work with the SAU Development Office to ensure that the CoB development plan supports and cooperates with the University Development Plan.
2. Seek input from the BAC and RAAC to help identify appropriate sources of funds, including individuals, businesses, and foundations.
3. Communicate with upper administration and faculty the importance of the dean having sufficient time to work the development plan.

**Time Line for Action Plans**

E.Annually

**Dean**

1. Annually in the summer

**Logan, J.**

1. Annually

**Clark, Hughes, Logan, J., Logan, B., Pearson, Dean’s office**

1. Spring 2010

**Dean’s office, Enrollment Committee**

1. Fall 2010

**Dean**

1. Annually

**Dean**

1. Summer/Fall 2009

**Dean**

**Strategic Goal 7: Cultivate an atmosphere of individual attention, while emphasizing teamwork.**

***Objective 1: Create an atmosphere where individual academic excellence is celebrated.***

**Action Plan**

1. Seek individuals and businesses to provide cash awards to the “Outstanding Students” each year.
2. Initiate a ceremony each semester for those achieving unconditional admission to the College of Business.
3. Create a display in the lobby of the Business Building to post pictures of honor graduates, Beta Gamma Sigma initiates, etc.

***Objective 2: Create an atmosphere that encourages teamwork.***

**Action Plan**

1. Develop local business plan competition that awards winning student teams. Those teams would be SAU’s entries into the *Governor’s Cup* state competition. New hire in management and entrepreneurship will develop this project.

**Time Line for Action Plan**

1. 2009-2010

**Dean**

1. Each spring semester beginning 2010.

**Dean’s Office**

1. 2009-2010

**Marketing Committee**

1. 2009-2010

**New management faculty**