

College of Business

STRATEGIC PRIORITIES, OBJECTIVES, GOALS, AND STANDARDS 2008-2009 to 2012-2013

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Approved by: College of Business Strategic Planning Committee
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Goal	Objective	Standard	Time Line	Responsibility
<i>(I) Community of Teacher-Scholars</i>				
1a. Provide leadership for the College of Business.	1a.1. Hire a permanent dean for the College of Business.	1a.1.1 Search & Screen Committee given charge.	Sept. 2009	President & Provost
		1a.1.2. Search & Screen conducts search and recommends candidates to the President and Provost.	Fall 2009 to Spring 2010	Search & Screen Committee
		1a.1.2. Permanent dean hired and begins work.	July 1, 2010	President & Provost; New Dean
	1b.1. Hire a permanent associate dean and one support staff person for the College of Business	1b.1.1 Search & Screen Committee given charge.	Sept. 2010	President; Provost; Dean
		1b.1.2 Search & Screen conducts search and recommends candidates to the President and Provost.	Fall 2010 to Spring 2011	Search & Screen Committee
		1b.1.3 Permanent associate dean & staff person hired and begin work.	July 1, 2011	President & Provost; Dean; New Associate Dean
1b. Achieve and maintain College of Business standards for academic qualification of the faculty.	1b.1. Achieve and maintain 90% of total faculty as academically and/or professionally qualified (as per new AACSB standards).	1b.1.1. Faculty achieve necessary academic qualification, scholarly growth, and service goals to meet objective.	2008-2013	College Faculty
		1b.1.2. Faculty successfully complete goals as monitored by department chairpersons and dean.	2008-2013	College Faculty; Department Chairpersons; Dean
	1b.2 Provide release time for all graduate faculty so they can achieve and maintain increased research requirements.	1b.2.1 Provide a three credit release for a faculty member during the semester in which he or she teaches a graduate level class.	2009-2013	Provost; Dean

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1c. Develop internal faculty expertise.	1c.1. Develop and have two or more COB faculty engage in external interactions with the business community in their respective fields.	1c.1.1. Identify interested faculty for external interactions with the business community. 1c.1.2. Identify external sources for external interactions with the business community. 1c.1.3. Interested faculty placed in external interactions with the business community complete the interactions.	2008-2009 2008-2009 2009-2013	Department Chairpersons Advisory Boards; Department Chairpersons; Dean Department Chairpersons; Dean
1d. Recruit, develop, and maintain academically or professionally qualified faculty.	1d.1. Fill at least 75% of all open positions with qualified faculty. (tenure-track and adjuncts). 1d.2. Faculty need to develop an acceptable number and types of scholarly activities in the field in which they are teaching, following the COB guidelines (See Policy 3240).	1d.1.1 Inform departmental search and screen committees of the need to hire qualified faculty for tenure-track and adjunct vacancies. 1d.2.1 Encourage faculty to develop an acceptable number and types of scholarly activities.	2008-2013 2008-2013	Dean Department Chairpersons; Dean
1e. Maintain and expand the College of Business Institute of Global Business and Ethics (IGBE).	1e.1 Maintain measurable income for existing centers in the College of Business Institute of Global Business and Ethics (Center for Management Development, Center for International Business Education & Research) so that they are self-sustaining. 1e.2. Develop and implement one additional center in the Institute of Global Business and Ethics.	1e.1.1 Submit plans to dean for producing measurable income for existing centers to make them self-sustaining. 1e.1.2 Monitor plans for producing measurable income for existing centers . 1e.2.1 Encourage departments to submit proposals for additional centers. 1e.2.2 Receive plans and select new center. 2e.2.3 Initiate operation of new center.	Jan. 15, 2009 2009-2013 2009-2011 May 15, 20011 Sept. 1, 2012	Coordinators of IGBE Centers Dean Dean Dean; Provost Coordinator of IGBE Center

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1f. Maintain the standards required to earn AACSB reaccreditation.	1f.1. Receive AACSB reaccreditation.	1f.1.1. Review and refine strategic management plan. 1f.1.2. Prepare and file yearly reports to AACSB. 1f.1.4. Prepare and submit a final maintenance report 1f.1.7. Work with AACSB to select a peer review team and set the reaccreditation visit date. 1f.1.8. Submit policies for faculty and executive summary to AACSB. 1f.1.9. Host maintenance of accreditation review team. 1f.1.10 Achieve reaccreditation.	2008-2009 Jan. 15, 2009; Jan 15, 2010 Fall 2008 Fall 2009 Fall 2009 January 2010 Spring 2010	SPC; COB Chairpersons; Dean; Faculty Coordinator of Accreditation; Dean Coordinator of Accreditation; Dean Coordinator of Accreditation; Dean Coordinator of Accreditation; Dean Coordinator of Accreditation; Dean All College Faculty and Staff College of Business
1g. Earn accreditation for the CIS major and change the name of the CIS Department.	1. g.1. Receive accreditation for the CIS major. 1. g.2. Receive approval for changing the name of the CIS Department.	1.g.1.1. Revise the curriculum for the CIS major 1.g.1.2. Receive approval for revised CIS major. 1.g.2.1. Submit request for changing the name of the CIS Department. 1.g.2.2. Receive approval for CIS Dept. name change to "MIS & CIS Department."	Fall 2008 Fall 2008- Spring 2009 Fall 2008 Spring 2009	CIS Department Chairperson; Dean CIS Faculty, COB Curriculum Committee., Dean, BUCC, Provost Dean CIS Department Chairperson; Dean; Provost; Chancellor

Goal	Objective	Standard	Time Line	Responsibility
(2) Relevant Curriculum				
2a. Support the development of online and distance education courses.	2a.1. Develop a plan/feasibility study for developing additional online courses in the MBA degree program.	2a.1.1. Identify courses and faculty members for MBA online course development.	Fall 2008-Spring 2009	MBA Coordinator; Grad. Adv. Comm.; Department Chairpersons; College Faculty
		2a.1.2. Initiate MBA online course development.	Summer 2009	MBA Coordinator; Department Chairperson; College Faculty
		2a.1.3. Implement additional online MBA courses.	Fall 2009-Spring 2010	MBA Coordinator; Department Chairperson; College Faculty Department Chairpersons; COB Curriculum Committee Department Chairpersons; College Faculty
	2a.2. Develop a plan/feasibility study for developing online courses in the undergraduate curricula.	2a.2.1. Identify courses and faculty members for undergraduate online course development.	Fall 2008-Spring 2009	Department Chairpersons; College Faculty
		2a.2.2. Initiate undergraduate online course development	Summer 2010	MBA Coordinator; Department Chairperson; College Faculty
		2a.2.3. Implement online undergraduate courses.	Fall 2010-Spring 2011	Department Chairpersons; College Faculty
2b. Develop a completion degree program in Management with Luzerne County Community College	2b.1. Refine a plan/feasibility study for developing a completion degree program in Management at Luzerne County Community College.	2b.1.1. Hold meetings to explain the plan/feasibility study	Spring 2008-Fall 2008	Dean; Management Department Chairperson; Provost
		2b.2.1. Management Department votes on the plan	Fall 2008	Management Department Faculty
	2b.2. Implement a completion degree program in Management with Luzerne County Community College	2.c.2.2. If vote is favorable, completion program is initiated	Fall 2010	Management Department Chairperson; Dean

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2c. Enhance international opportunities for students and faculty	2c.1 Expand short-term faculty led study abroad programs.	2c.1.a Contact and work with other colleges on campus to expand these programs to ensure courses that work for business majors.	Spring 2009	International Student Study Abroad Faculty Group
	2c.2 Expand opportunities for students to participate in Model such as the Organization of American States, European Union, African Union and Arab League	2c.2.a Contact and work with relevant departments on campus to institutionalize participation in the Models identified in the goal and to seek funding for participants.	Spring 2009	International Student Study Abroad Faculty Group
	2c.3 Expand the current concentration in International Business into a major	2c.3.a Prepare BUCC documentation and propose to the COB Curriculum Committee.	Spring 2009	International Student Study Abroad Faculty Group
	2c.4 Develop a program whereby students who have studied abroad enter classrooms (University Seminar) to share their experiences.	2c.4.a Identify COB students who have studied abroad.	Spring 2009	International Student Study Abroad Faculty Group
		2c.4.b Contact COB faculty to determine interest in speakers in their classes.	Spring 2009	International Student Study Abroad Faculty Group
2c.4.d Prepare presentation for classes and work with student speakers.		Fall 2010	International Student Study Abroad Faculty Group	
2c.4.d Prepare master schedule of presentations and implement.	Fall 2010	International Student Study Abroad Faculty Group		
2c.5 Expand opportunities for faculty to participate in faculty development to assist in augmenting their classes with international themes	2c.5.a Secure funding for faculty to participate at leading International Management Graduate Programs such as Thunderbird and University of South Carolina to attend Winterim and like programs – 2-4 faculty per year.	Spring 2010	International Student Study Abroad Faculty Group	
2d. Increase recognition of individuals who have contributed to the College of Business at Bloomsburg University.	2d.1. Establish a College of Business Hall of Fame	2d.1.1. Establish criteria for selection of individuals into the Hall of Fame.	2007-2008	Dean; Business Advisory Board
		2d.1.2. Select individuals for the Hall of Fame.	Spring 2009	Dean; Business Advisory Board
		2d.1.3. Induct individuals into the Hall of Fame.	Spring 2009 and every Spring	Dean; Business Advisory Board

Goal	Objective	Standard	Time Line	Responsibility
<p>(3) Improved Student Selection and Support</p>				
<p>3b. Develop a plan to recruit additional students into the College of Business graduate degree programs.</p>	<p>3b.1. Develop a plan for utilizing existing and external funds for promoting the College of Business graduate degree programs.</p>	<p>3b.1.1. Identify methods to recruit quality students into College of Business graduate degree programs.</p> <p>3b.1.2. Identify the costs associated with utilizing the methods identified to recruit quality students into College of Business graduate degree programs.</p> <p>3b.1.3. Identify sources and secure funding, utilizing the methods for recruiting quality students into College of Business graduate degree programs.</p> <p>3b.1.4. Initiate the methods for recruiting quality students into the College of Business graduate degree programs.</p>	<p>Spring 2009-Fall 2010</p> <p>Spring 2009-Fall 2010</p> <p>Spring 2009-Fall 2010</p> <p>Spring 2011</p>	<p>MBA Coordinator; Grad. Adv. Comm.; Dean</p> <p>MBA Coordinator; Grad. Adv. Comm.; Dean</p> <p>MBA Coordinator; Grad. Adv. Comm.; Dean</p> <p>MBA Coordinator; Grad. Adv. Comm.; Dean</p>

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3c. Increase the number of College of Business graduate students.	3c.1. Increase the number of international students entering the MBA Program	3c.1.1. Identify contacts at international schools who may be interested establishing a cooperative agreement with the College of Business to have their students enroll in the MBA Program.	Spring 2009- Spring 2011	MBA Coordinator; CIBER Coordinator; Dean
		3c.1.2. Develop agreements with international schools.	Spring 2009- Spring 2011	MBA Coordinator; CIBER Coordinator; Dean
		3c.1.3. Complete agreements with international schools.	Spring 2009- Spring 2011	MBA Coordinator; CIBER Coordinator; Dean; Provost; President
	3c.2. Increase the number of undergraduate science graduates at Bloomsburg University who enter the MBA Program	3c.2.1. Complete an agreement with the College of Science & Technology at Bloomsburg University.	Fall 2008	MBA Coordinator; COB Dean; CST Dean
		3c.2.2. Implement the agreement with the College of Science & Technology at Bloomsburg University and admit students.	Fall 2009	MBA Coordinator; COB Dean; CST Dean
3d. Improve and job placement.	3d.1. Create the staff position of College of Business Job Placement Director.	3d.1.1 Develop a job description for a College of Business Job Placement Director.	Summer 2009-Fall 2010	Dean; Chairs
		3d.1.2. Advertise for, interview, select, and appoint the College of Business Job Placement Director.	Spring 2011	Dean; Search & Screen Committee

Goal	Objective	Standard	Time Line	Responsibility
(4) Enhanced Technology				
4a. Maintain, improve, and support up-to-date technology for teaching and research.	4a .1. Develop a 5-year plan for the purchase and replacement of up-to-date technology for teaching and research.	4a.1.1. Develop a new technology plan for the College of Business within the context of the University's technology plan.	Spring 2009-Fall 2010	CIR Committee; Dean
		4a.1.2. Submit and review a new technology plan for College of Business and offer suggestions for changes.	Spring 2011	CIR Committee; Department Chairpersons; Dean
(5) Improved Facilities				
5a. Provide improved facilities for the College of Business.	5a.1. Complete Sutliff Hall renovation.	5a.1.1 Develop a capital fund-raising plan with the assistance of the Bloomsburg University Foundation.	Fall 2008	Dean; BU Foundation Director
		5a.1.2. Identify potential donors for capital fund-raising.	Fall 2008	Dean; BU Foundation Director; COB Advisory Board.
		5a.1.3. Conduct a feasibility study	Fall 2008	BU Foundation Director
		5a.1.4 Revise the specifications for an addition to Sutliff Hall or for a new College of Business building.	Fall 2009	Department Chairpersons; Dean
		5a.1.5. Vacate Sutliff Hall and initiate construction	Summer 2010	Asst. VP Administration-BMC; Contractor(s)
		5a.1.6. Move into renovated building	Spring 2012	All College of Business Personnel