

College of Business

STRATEGIC PRIORITIES, OBJECTIVES, GOALS, AND STANDARDS 2009-2010 to 2013-2014

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Approved by: College of Business Strategic Planning Committee

Revised Version – Fall 2009; Revised October 19, 2009

Goal	Objective	Target	Task	Time Line	Responsibility
<i>(1) Community of Teacher-Scholars</i>					
1a. Provide leadership for the College of Business.	1a.1. Hire a permanent dean for the College of Business.	A permanent dean has been hired.	1a.1.1 Search & Screen Committee given charge.	Fall 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
	1a.2. Hire a permanent associate dean and one additional support staff person for the College of Business	A permanent associate dean and one additional support person has been hired.	1a.2.1. Search & Screen Committee given charge.	Sept. 2010	President; Provost; Dean
			1a.2.2 .Search & Screen conducts search and recommends candidates to the President and Provost.	Fall 2010 to Spring 2011	Search & Screen Committee
			1a.2.3. 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).	At least 90% of total faculty has been academically and/or professionally qualified.	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.	All graduate faculty has been provided with release time.	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 faculty expertise.	1c.1. Develop and have two or more COB faculty engage in external interactions with the business community in their respective fields.	At least two faculty external interactions with the business community have taken place.	<p>1c.1.1. Identify interested faculty for external interactions with the business community.</p> <p>1c.1.2. Identify external sources for external interactions with the business community.</p> <p>1c.1.3. Interested faculty placed in external interactions with the business community complete the interactions.</p>	<p>2008-2009</p> <p>2008-2009</p> <p>2009-2013</p>	<p>Department Chairpersons</p> <p>Advisory Boards; Department Chairpersons; Dean</p> <p>Department Chairpersons; Dean</p>
1d. Recruit, develop, and maintain academically or professionally qualified faculty.	<p>1d.1. Fill at least 75% of all open positions with qualified faculty. (tenure-track and adjuncts).</p> <p>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).</p>	<p>Seventy-five percent (75%) of all open positions have been filled with qualified faculty following the COB guidelines.</p> <p>Faculty have developed an acceptable number and types of scholarly activities following the COB guidelines.</p>	<p>1d.1.1 Inform departmental search and screen committees of the need to hire qualified faculty for tenure-track and adjunct vacancies.</p> <p>1d.2.1 Encourage faculty to develop an acceptable number and types of scholarly activities.</p>	<p>2008-2013</p> <p>2008-2013</p>	<p>Dean</p> <p>Department Chairpersons; Dean</p>
1e. Maintain and expand the College of Business Institute of Global Business and Ethics (IGBE).	<p>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.</p> <p>1e.2. Develop and implement one additional center in the Institute of Global Business and Ethics.</p>	<p>Measureable income for existing centers has been maintained.</p> <p>One additional center has been developed and implemented.</p>	<p>1e.1.1 Submit plans to dean for producing measurable income for existing centers to make them self-sustaining.</p> <p>1e.1.2 Monitor plans for producing measurable income for existing centers .</p> <p>1e.2.1 Encourage departments to submit proposals for additional centers.</p> <p>1e.2.2 Receive plans and select new center.</p> <p>2e.2.3 Initiate operation of new center.</p>	<p>Jan. 15, 2009</p> <p>2009-2013</p> <p>2009-2011</p> <p>May 15, 20011</p> <p>Sept. 1, 2012</p>	<p>Coordinators of IGBE Centers</p> <p>Dean</p> <p>Dean</p> <p>Dean; Provost</p> <p>Coordinator of IGBE</p>

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If. Maintain the standards required to earn AACSB reaccreditation.	If.1. Receive AACSB reaccreditation.	AACSB reaccreditation has been achieved.	<p>1f.1.1. Review and refine strategic management plan.</p> <p>1f.1.2. Prepare and file yearly reports.</p> <p>1f.1.4. Prepare and submit a final maintenance report</p> <p>1f.1.7. Work with AACSB to select a peer review team and set the reaccreditation visit date.</p> <p>1f.1.8. Submit policies for faculty and executive summary to AACSB.</p> <p>1f.1.9. Host maintenance of accreditation review team.</p> <p>1f.1.10 Achieve reaccreditation.</p>	<p>2009-2010; 2010-2011; 2011-2012 2012-2013</p> <p>Jan. 15, 2009 to; Jan 15, 2013</p> <p>Fall 2009</p> <p>Spring 2009</p> <p>Fall 2009</p> <p>January 2010</p> <p>Spring 2010</p>	<p>Center</p> <p>SPC; COB Chairpersons; Dean; Faculty</p> <p>Coordinator of Accreditation; Dean</p> <p>Coordinator of Accreditation; Dean</p> <p>Coordinator of Accreditation; Dean</p> <p>Coordinator of Accreditation; Dean</p> <p>Coordinator of Accreditation; Dean</p> <p>Coordinator of Accreditation; Dean</p> <p>All College Faculty and Staff College of Business</p>
1g. Earn accreditation for the MIS & CIS programs.	<p>1. g.1. Receive accreditation for the CIS major or track.</p> <p>1. g.2. Receive approval for changing the name of the CIS Department.</p>	<p>The CIS major or track has been accredited.</p> <p>Approval has been received for changing the name of the CIS Department</p>	<p>1.g.1.1. Revise the curriculum for the CIS major</p> <p>1.g.1.2. Submit approval and receive accreditation for the MIS & CIS program under AACSB.</p> <p>1.g.2.1. Receive approval for revised CIS major.</p> <p>1.g.2.2. Submit request for changing the name of the CIS Department.</p> <p>1.g.2.3. Receive approval for CIS Dept. name change to "MIS & CIS Department."</p>	<p>Fall 2008</p> <p>Spring 2009; Spring 2010</p> <p>Fall 2008- Spring 2009</p> <p>Fall 2008</p> <p>Spring 2009</p>	<p>CIS Department Chairperson; Dean</p> <p>Dean; AACSB Peer-Review Team</p> <p>CIS Faculty, COB Curriculum Committee., Dean, BUCC, Provost</p> <p>Dean</p> <p>CIS Department Chairperson; Dean; Provost; Chancellor</p>

Goal	Objective	Target	Task	Time Line	Responsibility
(2) Relevant Curriculum					
2a. Support the development of online, hybrid, and distance education courses.	<p>2a.1. Develop a plan/feasibility study for developing additional online, hybrid, and distance education courses in the MBA and M.Ed. in Business Education degree programs.</p> <p>2a.2. Develop a plan/feasibility study for developing online, hybrid, and distance education courses in the undergraduate curricula.</p>	<p>A plan/feasibility study has been developed for the MBA and M.Ed. in Business Education degree programs.</p> <p>A plan/feasibility study has been developed for the undergraduate curricula.</p>	<p>2a.1.1. Identify courses and faculty members for MBA and M.Ed. online, hybrid, and distance education course development.</p> <p>2a.1.2. Initiate MBA and M.Ed. online, hybrid, and distance education course development.</p> <p>2a.1.3. Implement additional online, hybrid, and distance education MBA and M.Ed. courses.</p> <p>2a.2.1. Identify courses and faculty members for undergraduate online hybrid, and distance education course development.</p> <p>2a.2.2. Initiate undergraduate online hybrid, and distance education course development</p> <p>2a.2.3. Implement online hybrid, and distance education undergraduate courses.</p>	<p>Fall 2008-Spring 2009</p> <p>Summer 2009</p> <p>Fall 2009-Spring 2010</p> <p>Fall 2008-Spring 2009</p> <p>Summer 2010</p> <p>Fall 2010-Spring 2011</p>	<p>MBA & M.Ed. Coordinators; Grad. Adv. Comm.; Department Chairpersons; College Faculty</p> <p>MBA & M.Ed. Coordinators; Department Chairperson; College Faculty</p> <p>MBA & M.Ed. Coordinators; Department Chairperson; College Faculty Department Chairpersons; COB Curriculum Committee Department Chairpersons; College Faculty</p> <p>Department Chairpersons; College Faculty</p> <p>MBA & M.Ed. Coordinators; Department Chairperson; College Faculty</p> <p>Department Chairpersons; College Faculty</p>

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2b. Develop a completion degree program in information systems at Lehigh Carbon Community College	<p>2b.1. Refine a plan/feasibility study for developing a completion degree program in information systems at Lehigh Carbon Community College.</p> <p>2b.2. Implement a completion degree program in information systems with Lehigh Carbon Community College</p>	<p>A plan/feasibility study has been refined.</p> <p>A completion degree program has been implemented.</p>	<p>2b.1.1. Hold meetings to explain the plan/feasibility study</p> <p>2b.2.1. MIS & CIS Department votes on the plan</p> <p>2.c.2.2. If vote is favorable, completion program is initiated</p>	<p>Spring 2009-Fall 2009</p> <p>Spring 2010</p> <p>Fall 2010</p>	<p>Dean; MIS & CIS Department Chairperson; Provost</p> <p>MIS & CIS Department Faculty</p> <p>MIS & CIS Department Chairperson; Dean</p>
2c. Enhance international opportunities for students and faculty	<p>2c.1. Expand short-term faculty led study abroad programs and other domestic international learning opportunities.</p> <p>2c.2. Expand opportunities for students to participate in Models such as the Organization of American States, European Union, African Union and Arab League</p> <p>2c.3. Expand the current concentration in International Business into a major.</p> <p>2c.4. Develop a program whereby students who have studied abroad enter classrooms (University Seminar) to share their experiences.</p>	<p>Short-term faculty led study abroad programs and other domestic international learning opportunities have been expanded.</p> <p>Opportunities for students to participate in Models have been expanded.</p> <p>The current concentration in International Business has been expanded into a major.</p> <p>A program has been developed.</p>	<p>2c.1.1. Contact and work with other colleges on campus to expand these programs to ensure courses that work for business majors.</p> <p>2c.2.1. Contact and work with relevant departments on campus to institutionalize participation in the Models identified in the goal and to seek funding for participants.</p> <p>2c.3.1. Prepare BUCC documentation and propose to the COB Curriculum Committee.</p> <p>2c.4.1. Identify COB students who have studied abroad.</p> <p>2c.4.2. Contact COB faculty to determine interest in speakers in their classes.</p> <p>2c.4.3. Prepare presentation for classes and work with student speakers.</p>	<p>Spring 2009</p> <p>Spring 2009</p> <p>Fall 2009</p> <p>Spring 2010</p> <p>Spring 2010</p> <p>Fall 2010</p>	<p>International Student Study Abroad Faculty Group</p> <p>International Student Study Abroad Faculty Group</p> <p>International Student Study Abroad Faculty Group</p> <p>International Student Study Abroad Faculty Group</p> <p>International Student Study Abroad Faculty Group</p> <p>International Student Study Abroad Faculty Group</p>

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	2c.5. Expand opportunities for faculty to participate in faculty development to assist in augmenting their classes with international themes.	Opportunities for faculty participation in faculty development have been expanded.	2c.4.4. Prepare master schedule of presentations and implement. 2c.5.1 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.	Fall 2010 Spring 2011	International Student Study Abroad Faculty Group 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.	A College of Business Hall of Fame has been established.	2d.1.1. Establish criteria for selection of individuals into the Hall of Fame. 2d.1.2. Select individuals for the Hall of Fame. 2d.1.3. Induct individuals into the Hall of Fame.	2010-2011 Spring 2010 Spring 2010 and every Spring	Dean; Business Advisory Board Dean; Business Advisory Board Dean; Business Advisory Board
2e. Reestablish the M.Acc degree program.	2e.1. Redesign the M.Acc. curriculum 2e.2. Submit revised course outlines/course name changes as needed to CoB Curriculum Committee/BUCC for approval 2e.3. Reactivate the M.Acc program.	Competencies for the M.Acc. curriculum have been defined. Course outlines/course name changes for the M.Acc. have been submitted to the curriculum committees and approval has been received.. The M.Acc has been reactivated.	2e.1.1. Define required competencies. 2e.2.1. Group competencies and develop courses. 2e.3.1. Request reactivation of M.Acc	Fall 2009-Spring 2010 Spring 2010 Fall 2010	Accounting faculty Accounting faculty Department Chair; Dean

Goal	Objective	Target	Task	Time Line	Responsibility
(3) Improved Student Selection and Support					
3a. Develop a plan to recruit additional students into College of Business undergraduate degree programs.	3a.1. Develop a plan for utilizing existing and external funds for promoting College of Business undergraduate degree programs.	A plan for utilizing existing and external funds has been developed.	<p>3a.1.1. Identify methods to recruit quality students into College of Business undergraduate degree programs.</p> <p>3a.1.2. Identify the costs associated with utilizing the methods identified to recruit quality students into College of Business undergraduate degree programs.</p> <p>3a.1.3. Identify sources and secure funding, utilizing the methods for recruiting quality students into College of Business undergraduate degree programs.</p> <p>3a.1.4. Initiate the methods for recruiting quality students into the College of Business undergraduate 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>Department Chairpersons; Dean</p> <p>Department Chairpersons; Dean</p> <p>Department Chairpersons; Dean</p> <p>Department Chairpersons; Dean</p>
3b. Develop a plan to recruit additional students into the College of Business graduate degree programs.	3b.1. Develop a plan for utilizing existing and external funds for promoting the College of Business graduate degree programs.	A plan for utilizing existing and external funds has been developed.	<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>Graduate Coordinators; Grad. Adv. Comm.; Dean</p> <p>Graduate Coordinators; Grad. Adv. Comm.; Dean</p> <p>Graduate Coordinators; Grad. Adv. Comm.; Dean</p> <p>Graduate Coordinators; Grad. Adv. Comm.; Dean</p>

Goal	Objective	Target	Task	Time Line	Responsibility
3c. Increase the number of College of Business MBA students.	<p>3c.1. Increase the number of international students entering the MBA Program</p> <p>3c.2. Increase the number of undergraduate science graduates at Bloomsburg University who enter the MBA Program</p>	<p>The number of international students entering the MBA program has been increased by 10 students.</p> <p>The number of undergraduate science grades who enter the MBA program has been increased by 10 students.</p>	<p>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.</p> <p>3c.1.2. Develop agreements with international schools.</p> <p>3c.1.3. Complete agreements with international schools.</p> <p>3c.2.1. Complete an agreement with the College of Science & Technology at Bloomsburg University.</p> <p>3c.2.2. Implement the agreement with the College of Science & Technology at Bloomsburg University and admit students.</p>	<p>Spring 2009-Spring 2011</p> <p>Spring 2009-Spring 2011</p> <p>Spring 2009-Spring 2011</p> <p>Fall 2009</p> <p>Fall 2010</p>	<p>MBA Coordinator; CIBER Coordinator; Dean</p> <p>MBA Coordinator; CIBER Coordinator; Dean</p> <p>MBA Coordinator; CIBER Coordinator; Dean; Provost; President</p> <p>MBA Coordinator; COB Dean; CST Dean</p> <p>MBA Coordinator; COB Dean; CST Dean</p>
3d. Improve job placement.	3d.1. Create the staff position of College of Business Job Placement Director.	A staff position has been created.	<p>3d.1.1 Develop a job description for a College of Business Job Placement Director.</p> <p>3d.1.2. Advertise for, interview, select, and appoint the College of Business Job Placement Director.</p>	<p>2010-2011</p> <p>Spring 2012</p>	<p>Dean; Chairs</p> <p>Dean; Search & Screen Committee</p>
(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.	A 5-year plan has been developed.	<p>4a.1.1. Develop a new technology plan for the College of Business within the context of the University's technology plan.</p> <p>4a.1.2. Submit and review a new technology plan for College of Business and offer suggestions for changes.</p>	<p>Spring 2009-Fall 2010</p> <p>Spring 2011</p>	<p>CIR Committee; Dean</p> <p>CIR Committee; Department Chairpersons; Dean</p>

Goal	Objective	Target	Task	Time Line	Responsibility
<i>(5) Improved Facilities & Student Scholarship Opportunities</i>					
5a. Provide improved facilities for the College of Business.	5a.1. Complete Sutliff Hall renovation and expansion.	Sutliff Hall has been renovated and expanded.	5.a.1.a. Complete plans for the Sutliff Hall renovation and expansion. 5.a.1.b. Vacate Sutliff Hall 5.a.1.c. Initiate Construction 5.a.1.d. Complete construction and move back into building	Summer 2009 End of Summer 2010; Late Summer 2010; Late Summer 2011; Early Fall 2011	Sutliff Renovation Steering Committee; Facilities Planning Committee All COB Faculty and Staff Contractors Contractors; All Faculty and Staff
5b. Provide additional funding for improved facilities and additional student scholarships.	5b.1. Initiate fundraising for improved facilities and additional student scholarships.	Fundraising has been initiated.	5b.1.1. Cultivate new prospects. 5b.2.1. Match department needs with donor interest. 5b.2.2. Build/bolster the Business Advisory Board's role in fundraising. 5b.2.3. Identify donors with selected faculty. 5b.2.4. Make connections with donors.	Fall 2009-Spring 2010 Fall 2009-Spring 2010 Fall 2009-Spring 2010 Fall 2009-Spring 2010 Spring 2010-Fall 2011	VP for Advancement; Dean VP for Advancement; Dean VP for Advancement; Dean VP for Advancement; Dean Dean; COB Faculty