

Strategic Plan Accomplishments (as of June 2013)

Goal 1: Provide Quality Educational Experiences

- Surveyed alumni, students, internship supervisors, business persons (including advisory council) developed/refined mission, vision, objectives, strategic plan, and curricular activities that have guided other actions listed below
- Developed 2 new concentrations, 12 new courses, 22 course revisions, 5 curricular revisions (change prereqs for COMP250, MANG315, and MANG317; add MRKT369, add ethics as gen ed requirement)
- Moved business law and economics within department which now allows direct control of curriculum and assessment of 3 core courses, 8 major electives, 3 concentration electives
- Developed and implemented assessment plan and 4 Program Retreats which led to 25 changes to curriculum and learning processes and closing the loop in all cases (reassessing to determine if performance changes occurred)
- Implemented 32 changes to the continuous improvement (assessment) processes since the development and implementation of strategic plan
- Increased co-and extra-curricular activities like participation in
 - Advisory Council (10 students)
 - Senior Reception (9 receptions, 413 students)
 - Business Etiquette Luncheon (1 luncheon, 45 participants)
 - Internships (160 students)
 - Field trips (4 trips, 163 participants)
 - ELC experiential learning activities (342 students have served 223 businesses and community groups)
 - PartnerEd (730 students and 45 partners)
 - Non-class lectures (8 evening lecturers, 679 attendees)
 - Hall of Fame Panel Discussion (2 panel, 125 participants)

Goal 2: Recruit, Develop, and Retain Quality Faculty

- Submit staffing requests for additional resources (4 formal requests resulted in move of business law and .5 FTE for management)
- Recognize faculty through renewal (8 faculty), promotion (2 faculty), and tenure (6 faculty) processes.
- Support professional development through release time (3 hours) and travel requests funded from operating (\$17,593), TLC/FPDF (\$11,147.48), and accreditation budget (\$21,031)
- Developed human resources plan that includes sections on recruitment/appointment, staffing, faculty workload, orientation/mentoring, professional development, evaluation, renewal, tenure, promotion, and recognition
- Participate in mentoring program (9 full-time faculty members have been mentored since inception of Program, 6 retained, and 1 retired after 5 years of service)

Goal 3: Market the Program

- Placed 31 news releases, 2 ads, articles in The Haven (Business Beyond Books (PartnerED) – spring 2010; LHU means business - 5 separate articles on entrepreneurship and computing – spring 2011; accreditation – summer 2011 story; Hall of Fame, AKPSi, and ELC lecturer – 3 separate articles – summer/fall 2012; accreditation received – winter 2013)
- Update promotional brochures with admissions each year and met with Admissions staff to discuss all Program changes
- Moved the web site into the content management system and redesigned it
- Gave 8 presentations about the Programs in the surrounding communities
- Launched the Business Hall of Fame which included news releases, luncheon, and the on-campus memorial of the inaugural and second annual event at which a total of 6 alumni have been inducted
- Promoted Programs' activities at 5 ELC and 8 Business/Accounting Advisory Council meetings
- Delivered community workshops (5 workshops, 79 participants)
- Met with more than 50 regional business persons in the development of PartnerED and secured 25 companies to start in fall 2009 for MANG315 and MANG320