

Strategic Plan (2013-2018) Accomplishments (as of May 2018)

Goal 1: Provide Quality Educational Experiences

- Developed 12 new undergraduate courses, the entrepreneurship minor, created 3 new graduate courses for the PSM in Actuarial Science, completed 55 syllabi revisions, and placed 8 courses in moratorium; revised the Business and Economics Minors; revised Programs to incorporate the new general education, complied with Board of Governors' Policy devoting 60 hours to the major, add the Business Intelligence concentration and eliminate MIS, add healthcare management to the AS degree, and incorporate minor changes to the concentration and core; and integrated business-based problems to use more Excel and other industry software in real-world problem solving.
- Implemented fully the assessment plan and held 5 Program Retreats which led to 121 changes to the core and 20 changes to the concentration curriculum, learning processes, or assessments (e.g., targets and instruments) and closing the loop in all cases (reassessing to determine if performance changes occurred); conducted ad hoc assessments of student preference of course delivery mode and Clearfield sub-sessions, and received feedback from Business and Student Advisory Boards.
- Implemented changes to the continuous improvement (assessment) processes since implementation of 2013-18 strategic plan including changes to 15 stakeholder assessments and 10 learning outcomes assessments.
- Increased the Accounting and Business combined (58.5% to 64%, reaching as high as 66.3%) using such initiatives as a freshmen seminar course, new student social, orientation, learning communities, advising, game night, Business Hall of Fame, and increased opportunities for student involvement.
- Increased in-class guest lecturers (108 alumni/business persons) and co-/extra-curricular activities like participation in the following:
 - Business Advisory Board (30 students: 24 presenters, 6 student Board members)
 - Student Advisory Board (29 students)
 - Fall Student Social (for freshmen mentoring) (791 underclassmen participants)
 - Business Plan Competition (59 intents to submit, 55 full submissions, 1 Top 10 finalist, 3 semi-finalists)
 - Business Pitch Competition (46 full submissions, 111 participants, 1st (1), 2nd (2), and 3rd (2) place placings)
 - Senior Reception (10 receptions, 429 students)
 - Business Etiquette Luncheon (10 luncheons, 435 participants)
 - Field Trips (93 students)
 - Internships (190 students, 147 MOAs, 10.48% of majors)
 - International Collaborative Lectures/Online Units (3 lectures, 1 online unit, 1 joint assignment, 178 LHU students, 87 international students at partner universities)
 - Celebration of Scholarship (676 presenters: 260 posters, 65 oral presentations)
 - ELC experiential learning activities (447 students have served 211 businesses and community groups)
 - PartnerED (827 students, 91 partners)
 - Non-class lectures and alumni panels (9 evening lecturers, 1045 attendees)
 - Business Hall of Fame (BHOF) Panel Discussion (5 panels, 554 participants)
 - BHOF Luncheon and Unveiling (29 students)
 - AKPsi Membership and Service (87 members and 740 community service hours)
 - Investment Club (began 2015, 36 members managing a \$1 million simulated investment portfolio, now at 15)
 - CPA Prep Club (began 2016, 25 members and 6 events)
 - Student Leadership in Program Events [New Student Orientation (55); Accepted Students Day (10); Exploratory Studies Majors Fair (14); Fall Student Social (121); ELC lectures (8 event emcees, 14 students); BHOF panel (8 event emcees, 62 students); BHOF Luncheon and Unveiling (10 presenters); Zumba-thon (63); and Open House (6 presenters at 14 events)].

Goal 2: Recruit, Develop, and Retain Quality Faculty

- Hired three, academically-qualified (AQ), tenure-track faculty; one in Economics and two in Entrepreneurship/International Business which fulfills the ACBSP requirement for an AQ faculty member in each concentration.
- Hired a full-time, AQ faculty member in finance, a part-time, AQ, temporary faculty member in Business Law, one part-time, AQ, temporary faculty member in economics and one part-time, professionally-qualified (PQ) temporary faculty member in economics.
- Exceeded ACBSP AQ/PQ standards for credit-hour production with 92% taught by AQ faculty and 100% taught by AQ/PQ faculty; however, three tenure-track faculty have departed.
- Recognized faculty through renewal (10 faculty), promotion (5 faculty), and tenure (4 faculty) processes.
- Support professional development and travel requests funded from operating budgets (\$2,765), TLC/FPDF (\$9,265), Dean's Funds (\$2,945), and Foundation Funds (\$4,495) as of 2017.
- Maintained and updated Strategic Plan companion plans (enrollment management, staffing, and strategic plan progress report) to develop course rotation and assure adequate staffing.
- Participated in mentoring program (6 new full-time faculty members received a peer mentor).
- Met goal of 75% faculty participation in one or more scholarly activity and 100% participation in one or more activity with business and industry interaction annually as faculty engaged in 144 scholarly activities and 204 professional development activities, some of which include interactions with business and industry.

Goal 3: Promote the Business and Accounting Programs

- Exceeded enrollment targets with 465 head count in spring 2014 end of term, 455 in spring 2015 end of term, 437 in spring 2016 end of term, and 420 in spring 2017 end of terms which is about at the four-year projections (n=424); however, enrollment declined at a greater rate in 2018 (numbers to be confirmed yet, but to about 358)
- Placed 46 news releases on accreditation, student social, senior receptions, scholarships, Business Hall of Fame, Business Leadership Symposium, ClearFIELD Day, Business Pitch Competition, Entrepreneurship Program at Clearfield, Business Plan Competition, ELC speakers, and Zumba-thon, and aired video clip on WBRE PA Live Segment (remains on WBRE's web site) which promoted the Programs' experiential learning initiatives.
- Updated web site and promotional brochures with admissions each year and met with Admissions staff to discuss all Program changes.
- Advised 24 (in 2014), 30 (in 2015), 11 (in 2016), and 4 (in 2017) exploratory studies-business students. Since 2014, 69 exploratory studies students declared business and 14 declared accounting.
- Followed up with respondents to the alumni survey about their involvement in Program activity and invited 13 new alumni to the Advisory Board and two additional n-alumni business persons.
- Earned full accreditation without notes or conditions; received acceptance of 2014 and 2016 Quality Assurance Reports; and was commended for a best practice for a well written report (2014) and best practice for Standards 2,3, and 5 (2016).
- Implemented all assessments in student stakeholder plan, analyzed and discussed results at Program Retreat, and implemented changes to program and processes.
- Developed case statements for the Capital Campaign in conjunction with the Dean, and received funds from the Poorman gift, among others.
- Logged 112 (in 2017-18), 113 (in 2016-17), 129 (in 2015-16), 126 (in 2014-15), and 80 (in 2013-14) individual University, Department, Community or Professional service activities beyond the department/University activities in which all faculty participate (e.g., open house, curriculum meetings).
- Collaborated with Dean's Office to deliver three Business Symposiums to the regional business community on talent, multi-generational workforce, and innovation.