

Strategic Plan Progress Report 2008-09

Goal 1: Provide Quality Educational Experiences

Objective 1: Prepare students for personal and professional success by developing thoughtful, knowledgeable, and responsible graduates.

Strategy	Priority	Timeline	Responsibility	Progress Reported/Status
a. Develop an assessment plan for the Accounting and Business Administration Programs.	Critical	1-5 years	CM/MK	The program reported direct and/or indirect outcomes for all eight learning objectives which included a cross section of courses for "Acquire Basic Business Knowledge" and focused mostly on MANG475 for the other objectives. The program continued these assessments but are working to revise learning outcomes and curriculum mapping based on feedback from instructors at AACSB seminars. The program is considering various rubrics and rubrics that will be used for these assessments. STATUS : PROGRESS CONTINUES
b. Establish admission standards or entry-level requirements for Business majors or selected courses to focus resources on high quality students.	Critical	1-2 years	PO	STATUS : NO PROGRESS
c. Publicly recognize outstanding students in each business discipline with the possibility of cash award.	Medium	ongoing	RH	STATUS : NO PROGRESS

Objective 2: Continually improve curricular offerings.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Survey department alumni regarding valuable courses offered or courses that would have been valuable to them.	High	1 year	CM	Administered an alumni survey in at the end of fall 07 and aggregated/analyzed data in 2008-09. Overall, the results affirmed what the Committee has identified as important skills, including critical thinking, problem solving, communication, technological skills, and interpersonal skills Insights were used along with other survey data to make changes (e.g., adding real-world experiences to educational process). STATUS : PROGRESS CONTINUES
b. Integrate recommendations from Curriculum Advisory Committee and course offerings.	High	ongoing	ALL	Since Council's inception in May 2007, Council input has been used for establishing Program mission and learning objectives, developing a strategic plan, surveying alumni, pursuing internship opportunities, expanding Council membership, and organizing a Senior Reception STATUS : PROGRESS CONTINUES
c. Evaluate the curriculum for the Business Administration concentrations and the required courses for each	Critical	1-3 years then ongoing	PO	Developed marketing concentration (justification is available in the marketing proposal to UCC). Also, Revised check sheets (seeking UCC approval) which revised prerequisites; removed general education electives to increase management electives; and prescribed more courses in the general education curriculum that students should take to prepare for program courses; Developed eight semester sequencing of courses;

				Developed curricular mapping; identified courses that should be added to the curriculum (e.g., Intro to Business Course) STATUS : PROGRESS CONTINUES
d. Utilize the Educational Testing Service Field Test in the capstone course to assess our curriculum as compared to other business schools throughout the United States	Critical	1-3 years	CM	Program Faculty discussed this option and currently seek funding for such an initiative. They chose to administer the ETS test for the discipline in January 2010 to secure needed funds. STATUS : PROGRESS COMPLETED/SUSTAINING

Objective 3: Improve student/faculty interaction.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Meet face-to-face each semester with each advisee to discuss goals, concerns, and accomplishments toward degree.	High	ongoing	All	All program faculty members require such meetings for registration clearance. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Set a goal to learn each student's name early during the semester.	Medium	ongoing	All	All program faculty members have worked on this initiative for which the outcomes have been observed and documented during the peer observation process. STATUS : PROGRESS COMPLETED/SUSTAINING
c. Create situations or provoke discussion where students are encouraged to share their background and/or personal experiences.	Medium	ongoing	All	STATUS : NO PROGRESS
d. Consider offering a Faculty Tutoring Lab for individual faculty/student interaction.	Medium	1-3 years	All	STATUS : NO PROGRESS

e. Consider adding two students to the Business Curriculum Advisory Committee to evidence stakeholder involvement in planning	Medium	Ongoing	BL	Two students were added to the Council, Carrie Secor and Amanda Oechler. STATUS : PROGRESS COMPLETED/SUSTAINING
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Objective 4: Provide extracurricular opportunities for students to gain out-of-class experience.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. During each advising period, encourage students to select an internship.	Medium	ongoing	All	During recruiting, freshmen orientation, open houses and advising period, program faculty have discussed benefits and process for pursuing internships. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Where possible incorporate assignments requiring students to visit outside organizations.	Medium	ongoing	All	Development of such initiatives has begun with plans for field trips and experiential learning opportunities. STATUS : PROGRESS CONTINUES
c. Expand student field work and internships to engage students with the business community and government agencies.	Medium	ongoing	CM	Development of such initiatives has begun with plans for field trips and experiential learning opportunities. STATUS : PROGRESS CONTINUES
d. Expand involvement with student organizations and groups	Medium	ongoing	ALL	STATUS : NO PROGRESS
e. Schedule non-class lectures and professional activities with business leaders.	Medium	ongoing	CM, MJ, MK	Development of such initiatives has begun with plans for field trips and experiential learning opportunities. STATUS : PROGRESS CONTINUES

Objective 5: Encourage research and intellectual collaboration between students and faculty.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Offer research presentations and developmental programs on teaching and research.	Medium	1-3 years	All	TLC (which includes program faculty) has offered numerous workshops on teaching and learning on such topics as integrating writing, assessment, using teams, various technology-related topics.
b. Involve students in Professional Paper Presentations including travel.	Medium	ongoing	All	STATUS : NO PROGRESS
c. Offer a Student Research Competition with cash award.	Medium	1-3 years	All	STATUS : NO PROGRESS

Objective 6: Provide up-to-date educational resources.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Increase faculty complement to reduce faculty/student ratio and teach additional business courses from Objective 1, Strategy 3.	1-5 years	1-5 years	PO	Each semester, we make a staffing request to administration through the annual report. We have secured a marketing position and replacement position in finance, but have been unsuccessful securing additional complement. STATUS : NO PROGRESS
b. Consider equipping a classroom with tables and chairs for "Executive Boardroom" simulations and upper level accounting classes.	Medium	1-3 years	RH	STATUS : NO PROGRESS
c. Update promotional brochures for Accounting and Business Administration	High	1 year	MJ	Promotional brochures were updated in conjunction with the Admissions Office.

coupled with an effective marketing campaign for each.				STATUS : PROGRESS COMPLETED/SUSTAINING
d. Establish, promote and increase number and size of scholarships for quality business students.	Medium	1 year	CM	STATUS : NO PROGRESS

Goal 2: Recruit, Develop and Retain Quality Faculty

Objective 1: Improve Teaching Excellence

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Develop hiring policy that establishes requisite credentials for employment.	Critical	1 year	MK/BL	Such a policy for recruitment and retention of faculty was developed. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Assure appropriate new faculty orientation takes place within the department.	Medium	ongoing	MK	The Department has participated in the LHU Mentoring Program. STATUS : PROGRESS COMPLETED/SUSTAINING
c. Develop a peer coaching program within the department.	Medium	TBD	?	STATUS : NO PROGRESS
d. Recognize and reward exceptional teaching in the Business Department.	Medium	TBD	PO	Recognition through the renewal, promotion, and tenure processes has taken place, but nothing in addition to these processes. STATUS : PROGRESS CONTINUES
e. Establish a forum (e.g., retreat) that allows faculty to discuss assessment data relating to teaching effectiveness and pedagogy.	Medium	1 year	CM	The first retreat was held in Summer of 2008 at which Program faculty discussed alumni survey preliminary results; the graduating senior survey results; notes from the AACSB Assessment Seminar;

				<p>revised mission and goal statements (based upon feedback from the AACSB Assessment Seminar); survey results from course assessments; and the general education writing assessments.</p> <p>The faculty raised/discussed issues and concerns evident in assessment data (e.g., improving writing, mapping and sequencing courses, developing introductory courses, providing more opportunities for oral communication and problem solving, and integrating technology); identified priorities for fall planning; and emphasized the importance of documenting changes made as a result of assessment data.</p> <p>STATUS : PROGRESS COMPLETED/SUSTAINING</p>
f. Support travel requests for faculty to attend workshops/conferences relating to teaching effectiveness and pedagogy.	High	ongoing	CM/SS	<p>The department discussed and developed a policy to allow faculty to attend conferences. In addition, the department has pursued additional funds from administration for accreditation purposes.</p> <p>STATUS : PROGRESS CONTINUES</p>
g. Study staffing levels, student enrollment, and course assignments to assure faculty sufficiency.	Critical	1-3 years, then ongoing	RH/PH	<p>These studies have been conducted and additional faculty requested as a result</p> <p>STATUS : PROGRESS CONTINUES</p>

Objective 2: Promote Scholarly Growth, Professional and Intellectual Activities

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Develop departmental criteria in line with AACSB and University/Program mission to determine how faculty members maintain academically and professionally qualified status.	Critical	1-3 years	MK/BL	Such a policy for recruitment and retention of faculty was developed. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Seek additional funding for professional development opportunities.	High	ongoing	CM	We have requested from the department chair, dean, provost and planning and assessment director funds for travel, esp. for accreditation. We also have applied for funds from the TLC and FPDC. STATUS : PROGRESS CONTINUES
c. Support research activities through awarding release time and funding travel for presentations.	High	ongoing	SS	Funding for travel has been awarded. One 3-credit release/semester was granted to departmental faculty. STATUS : PROGRESS COMPLETED/SUSTAINING
d. Provide technology to support faculty research (e.g. statistical software)	Medium	1-3 years, then ongoing	MJ	We requested and received software to conduct Choice-Based Conjoint studies on the Internet. This has been used by faculty (Dr. Jensen) to conduct pricing research, and it is being used by her in MRKT410 - Marketing Research.

Objective 3: Encourage service to the University.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Recognize importance of University service in departmental review for promotion and tenure.	Medium	ongoing	All	Recognition through the renewal, promotion, and tenure processes has taken place, but nothing in addition to these processes. STATUS : PROGRESS

				COMPLETED/SUSTAINING
b. Establish a program to inform new faculty about the process of becoming involved in University service activities.	Medium	ongoing	CM	Opportunities have been forwarded to faculty by the department chair. STATUS : PROGRESS CONTINUES

Goal 3: Serve the Community

Objective 1: Build relationships with community for profit and nonprofit organizations.

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Encourage and support faculty involvement in professional and community service.	Medium	ongoing	MK	Recognition through the renewal, promotion, and tenure processes has taken place, but nothing in addition to these processes. Also, the ELC Grant supports this initiative. STATUS : PROGRESS CONTINUES
b. Study the needs of area businesses and see how Lock Haven University can provide assistance in responding to those needs.	Medium	1-3 years	CM/MK	Studies have been done under the auspices of the ELC Grant, SBDC, and faculty professional contacts. STATUS : PROGRESS CONTINUES
c. Provide opportunities (meeting and receptions) for area businesses to exchange information and highlight accomplishments.	Medium	1-3 years, then ongoing	MK	STATUS : NO PROGRESS

Objective 2: Collaborate in local economic development

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Support ongoing efforts and increase participation in local research and economic	Medium	ongoing	MJ/MK	Program faculty have renewed/formed new partnerships with the Economic Partnership,

development by working more closely with local businesses and agencies.				Downtown Lock Haven, SEDA-COG, and the SBDC STATUS : PROGRESS CONTINUES
b. Provide support and encouragement for more entrepreneurial start-up businesses.	Medium	ongoing	MJ	The ELC Grant has provided funding for such activities which should begin to involve businesses during 2009-10. The faculty have begun development of nano-incubator STATUS : PROGRESS CONTINUES
c. Seek grant opportunities that involve economic development and entrepreneurship.	Medium	ongoing	MK	More than \$200,000 was secured through the ELC Grant. STATUS : PROGRESS CONTINUES

Objective 3: Provide adult education opportunities

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Work with area business and government offices to determine adult education needs.	Medium	TBD	MK	Through the ELC Advisory Committee, formed May 2009, and SBDC faculty have worked to further identify those needs through local surveys and individual contacts. STATUS : PROGRESS CONTINUES
b. Expand the undergraduate program to better serve alumni and other community constituents.	Medium	TBD	All	STATUS : NO PROGRESS
c. Develop and provide undergraduate and non-traditional educational and certificate programs.	Medium	TBD	All	STATUS : NO PROGRESS
d. Work with Lock Haven University Public	Medium	TBD	MK	We have worked with the public relations office in this regard to

Relations Office to develop a program to inform to Lock Haven community of the services and programs the Business Department provides to businesses and residents.				inform them of special initiatives developed. STATUS : PROGRESS CONTINUES
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STRATEGIES COMPLETED/SUSTAINING:

Goal 1, Objective 2.D: Utilize the Educational Testing Service Field Test in the capstone course to assess our curriculum as compared to other business schools throughout the United States

Goal 1, Objective 3.A: Meet face-to-face each semester with each advisee to discuss goals, concerns, and accomplishments toward degree

Goal 1, Objective 3.B: Set a goal to learn each student's name early during the semester.

Goal 1, Objective 3.E: Consider adding two students to the Business Curriculum Advisory Committee to evidence stakeholder involvement in planning

Goal 1, Objective 4.A: During each advising period, encourage students to select an internship.

Goal 1, Objective 6.C: Update promotional brochures for Accounting and Business Administration coupled with an effective marketing campaign for each.

Goal 2, Objective 1.A: Develop hiring policy that establishes requisite credentials for employment.

Goal 2, Objective 1.B: Assure appropriate new faculty orientation takes place within the department

Goal 2, Objective 1.E: Establish a forum (e.g., retreat) that allows faculty to discuss assessment data relating to teaching effectiveness and pedagogy.

Goal 2, Objective 2.A: Develop departmental criteria in line with AACSB and University/Program mission to determine how faculty members maintain academically and professionally qualified status.

Goal 2, Objective 3.A Recognize importance of University service in departmental review for promotion and tenure.