

Strategic Plan Progress Report 2009-10

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	<p>The program faculty members revised the mission and objectives and begun work to either adopt LHU gen ed rubrics, adapt LHU rubrics, adapt other existing rubrics, or develop rubrics. Assessments in upper-division courses were aligned with these new objectives, but comprehensive assessment plans with multiple assessments for each learning objective still does not exist but is being developed.</p> <p>STATUS : PROGRESS CONTINUES</p>
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	<p>STATUS : NO PROGRESS</p>
c. Publicly recognize outstanding students in each business discipline with the possibility of cash award.	Medium	ongoing	RH	<p>With new releases and articles in The Haven, LHU Magazine, business and accounting students have been acknowledged and the Program has received positive publicity. A special piece was written about the PartnerEd Project.</p> <p>STATUS : PROGRESS CONTINUES</p>

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	Based on feedback from the Advisory Council, we anticipate administering another alumni survey in 2010-11 to a much more limited/better defined group of alums that will likely be able to provide insights about our current curriculum. STATUS : PROGRESS CONTINUES
b. Integrate recommendations from Curriculum Advisory Committee and course offerings.	High	ongoing	ALL	Council feedback on the Senior Reception created positive changes to this event as documented in Advisory Council minutes and discussed/approved change to the Accounting Program mission statement. 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	With funds from the ELC Grant, we developed and sought approvals for an entrepreneurship concentration (justification for the concentration and courses exist in the proposals to the UCC). These courses were also added to the marketing and management concentrations as appropriate. Changes to the check sheets included requiring ethics. 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	The MFT was administered in April 2010 and results were received/discussed by the faculty at the summer program retreat. 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	STATUS : PROGRESS COMPLETED/SUSTAINING
b. Set a goal to learn each student's name early during the semester.	Medium	ongoing	All	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 new students were added to the Council to replace graduating seniors, Adam Parks and Ashley Jones. STATUS : PROGRESS COMPLETED/SUSTAINING

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	STATUS : PROGRESS COMPLETED/SUSTAINING
b. Where possible incorporate assignments requiring students to visit outside organizations.	Medium	ongoing	All	The development of the PartnerEd Program and the ELC experiential learning initiatives significantly increased the number of learning activities in both management and marketing. STATUS : PROGRESS CONTINUES
c. Expand student field work and internships to engage students with the business community and government agencies.	Medium	ongoing	CM	The development of the PartnerEd Program and the ELC experiential learning initiatives significantly increased the number of learning activities in both management and marketing. 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	Two non-class lectures were held (one in fall on international marketing and one in spring high-capital start-up in wine industry). LHU also co-sponsored an Export 101 workshop with SEDA-COG whereby students attended alongside local business persons. 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	STATUS : NO PROGRESS
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	We made a staffing request to administration in January (with supporting documentation) and again through the annual report. 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	We made a request to administration through the annual report. STATUS : NO PROGRESS
c. Update promotional brochures for Accounting and Business Administration coupled with an effective marketing campaign for each.	High	1 year	MJ	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	STATUS : PROGRESS COMPLETED/SUSTAINING
b. Assure appropriate new faculty orientation takes place within the department.	Medium	ongoing	MK	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	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	STATUS : PROGRESS COMPLETED/SUSTAINING
f. Support travel requests for faculty to attend workshops/conferences relating to teaching effectiveness and pedagogy.	High	ongoing	CM/SS	Two faculty members attended the June ACBSP National Conference. STATUS : PROGRESS CONTINUES
g. Study staffing levels, student enrollment, and course assignments to assure faculty sufficiency.	Critical	1-3 years, then ongoing	RH/PH	STATUS : PROGRESS CONTINUES

Objective 2: Promote Scholarly Growth, Professional and Intellectual Activities

Strategy	Priority	Timeline	Responsibility	Progress Reported
a. Develop departmental criteria in line with ACBSP and University/Program mission to determine how faculty members maintain academically and professionally qualified status. (<i>REVISED</i>)	Critical	1-3 years	MK/BL	After deciding to pursue ACBSP accreditation, related initiatives have been aligned with the relevant standards. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Seek additional funding for professional development opportunities.	High	ongoing	CM	STATUS : PROGRESS CONTINUES
c. Support research activities through awarding release time and funding travel for presentations.	High	ongoing	SS	Some funding has been made available for travel. STATUS : PROGRESS CONTINUES
d. Provide technology to support faculty research (e.g. statistical software)	Medium	1-3 years, then ongoing	MJ	STATUS : NO PROGRESS

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	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	With input from department faculty, APSCUF is trying to seek ways to include new faculty on those committees. 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	Through the ELC, PartnerEd Program, and such accounting initiatives as tax accounting for the elderly, our faculty have become very involved in professional and community service. 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	Our program continues to address those needs identified through surveys and partnerships with other entities. 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	The PartnerEd Program has made marked progress in having area business persons exchange professional information with our students. STATUS : PROGRESS CONTINUES

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 development by working more closely with local businesses and agencies.	Medium	ongoing	MJ/MK	Program faculty have renewed/formed new partnerships with the Economic Partnership, Downtown Lock Haven, SEDA-COG, and the SBDC STATUS : PROGRESS CONTINUES

Strategy	Priority	Timeline	Responsibility	Progress Reported
b. Provide support and encouragement for more entrepreneurial start-up businesses.	Medium	ongoing	MJ	Through the ELC Grant, we have been able to provide such assistance as technical consulting, market research, business plan development, etc. to local businesses. STATUS : PROGRESS CONTINUES
c. Seek grant opportunities that involve economic development and entrepreneurship.	Medium	ongoing	MK	Proposals to the Kauffman and Coleman Foundations are underway as per the suggestion of the ELC Advisory Council. 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	Developed 6 business certificate programs and began offering them at the Clearfield Campus in Fall 10 semester. The programs include: Certificate in Business Fundamentals, Certificate in Business Management, Certificate in MIS Technologies, Advanced Certificate in Business Fundamentals, Advanced Certificate in Business Management, and Advanced Certificate in MIS Management. STATUS : PROGRESS CONTINUES
b. Expand the undergraduate program to better serve alumni and other community constituents.	Medium	TBD	All	STATUS : NO PROGRESS

Strategy	Priority	Timeline	Responsibility	Progress Reported
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 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.	Medium	TBD	MK	The Public Relations Office has been instrumental in helping advertise ELC initiatives (workshops, lecturers, events). STATUS : PROGRESS CONTINUES

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.