

Strategic Plan Progress Report 2010-11

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/PH	The comprehensive plan has been fully developed, rubrics and questions have been developed, phase one has been implemented, and phase two has begun to be implemented 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	With new releases and articles in The Haven, the LHU Magazine, business and accounting students have been acknowledged and the Program has received positive publicity. A special piece was written about the ELC and its initiatives in the local paper and <i>The Haven</i> STATUS: PROGRESS CONTINUES

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	Developed new cycle for administering the alumni survey and implemented first administration of new cycle in spring 2011. STATUS: PROGRESS CONTINUES
b. Integrate recommendations from Curriculum Advisory Committee and course offerings.	High	ongoing	ALL	Integrated suggestions for senior reception and business hall of fame. Presented revised mission statements, program requirements and objectives for the associates program and solicited feedback. With new cycle of alumni survey, implemented suggestions for changes 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	As compared to the Univ average, lower than average retention rates in the program and benchmarking with other programs have elicited discussion about adding an intro to business course. Also demands from other majors have elicited discussion about an interdisciplinary concentration. 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	Results of the first administration were discussed. Faculty reviewed the old and new MFT exam to identify strengths and weaknesses. Changes to course content were made in MANG475. Fall and spring exams were administered and results in some areas have improved. 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/ELIMINATE
d. Consider offering a Faculty Tutoring Lab for individual faculty/student interaction.	Medium	1-3 years	All	STATUS : NO PROGRESS/ELIMINATE
e. Consider adding two students to the Business Curriculum Advisory Committee to evidence stakeholder involvement in planning	Medium	Ongoing	BL	Two new students, Adam Parks and Ashley Jones, were added to the Council to replace graduating seniors. New students for next year should be added to replace Adam and Ashley. 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

Strategy	Priority	Timeline	Responsibility	Progress Reported
b. Where possible incorporate assignments requiring students to visit outside organizations.	Medium	ongoing	All	<p>The development of the PartnerEd Program and the ELC experiential learning initiatives significantly increased the number of learning activities in management, entrepreneurship, and marketing. This year, about 180 students participated in PartnerED and about 75 in ELC experiential learning activities.</p> <p>STATUS : PROGRESS CONTINUES</p>
c. Expand student field work and internships to engage students with the business community and government agencies.	Medium	ongoing	CM	<p>The development of the PartnerEd Program and the ELC experiential learning initiatives significantly increased the number of learning activities in management, entrepreneurship, and marketing. This year, about 180 students participated in PartnerED and about 75 in ELC experiential learning activities.</p> <p>STATUS : PROGRESS CONTINUES</p>
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	<p>Two non-class lectures were held (one in fall on franchising (n=94) and one in spring on avoiding business failure (n=107)). LHU also co-sponsored the Focus on the Caribbean workshop with SEDA-COG which enrolled 23 community persons from the region</p> <p>STATUS : PROGRESS CONTINUES</p>

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	One faculty member presented at new faculty orientation on student engagement in the classroom and at a regional conference on student learning. STATUS : PROGRESS CONTINUES
b. Involve students in Professional Paper Presentations including travel.	Medium	ongoing	All	STATUS : NO PROGRESS/ ELIMINATE
c. Offer a Student Research Competition with cash award.	Medium	1-3 years	All	STATUS : NO PROGRESS/ ELIMINATE

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 and May 2011 again (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	STATUS : NO PROGRESS/ ELIMINATE
c. Update promotional brochures for Accounting and Business Administration coupled with an effective marketing campaign for each.	High	1 year	MJ	Admissions marketing materials were updated again this year. STATUS : PROGRESS COMPLETED/SUSTAINING
d. Establish, promote and increase number and size of scholarships for quality business students.	Medium	1 year	CM	Jersey Shore State Bank pledged \$15,000 to the Programs most of which will be used for scholarships. 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	Development of comprehensive human resource plan completed and will include this aspect more in line with ACBSP. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Assure appropriate new faculty orientation takes place within the department.	Medium	ongoing	MK	Development of comprehensive human resource plan completed and will include this aspect more in line with ACBSP. STATUS : PROGRESS COMPLETED/SUSTAINING
c. Develop a peer coaching program within the department.	Medium	TBD	MK/BL	Development of comprehensive human resource plan completed and will include this aspect more in line with ACBSP. 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	Faculty met more regularly/often this year in curriculum and scheduled a full day retreat (versus 2-hour retreat in the past) to discuss data and progress toward accreditation. 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 again. Some faculty travel took place this year in light of the budget issues and freeze on travel. STATUS : PROGRESS CONTINUES

Strategy	Priority	Timeline	Responsibility	Progress Reported
g. Study staffing levels, student enrollment, and course assignments to assure faculty sufficiency.	Critical	1-3 years, then ongoing	RH/PH	Staffing, enrollment, retention, and course schedule were all reviewed this year by the program as a whole. Additional staff was requested. 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	A thorough review of each standard and how the program meets the responsibilities/expectations for each ACBSP standard was conducted. The strategic objectives and action items for next year have been revised to address some challenging areas as well as issues articulated in the new University strategic plan. STATUS : PROGRESS COMPLETED/SUSTAINING
b. Seek additional funding for professional development opportunities.	High	ongoing	CM	The University did provide separate funding for accreditation purposes including attending the conference to learn more about accreditation and improve the Programs. STATUS : PROGRESS CONTINUES
c. Support research activities through awarding release time and funding travel for presentations.	High	ongoing	SS	Request for release time was part of May staffing request. STATUS : PROGRESS CONTINUES

Strategy	Priority	Timeline	Responsibility	Progress Reported
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	APSCUF worked this year to try to involve junior faculty/newer faculty in APSCUF committees and activities. 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 continue to be 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

Strategy	Priority	Timeline	Responsibility	Progress Reported
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 invited business persons to the Celebration of Scholarship. 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 continued partnerships with the Economic Partnership, 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	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 were submitted but not funded. A grant proposal to the Clinton County Community Foundation for \$5,000 was funded to operate a summer entrepreneurship camp for high school students. 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	No new initiatives this year. STATUS : PROGRESS CONTINUES
b. Expand the undergraduate program to better serve alumni and other community constituents.	Medium	TBD	All	STATUS : NO PROGRESS/ ELIMINATE
c. Develop and provide undergraduate and non-traditional educational and certificate programs.	Medium	TBD	All	STATUS : NO PROGRESS/ ELIMINATE
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) again this year and issued press releases for all major events as well as some accomplishments. The Haven featured a two-page spread on the ELC and other departmental initiatives. 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.

This year, the University unveiled a new Strategic Plan and as a result, some significant revisions were made to the Programs' Strategic Plan for implementation beginning 2011-12. In the next two years, the Programs will develop a new strategic plan, but the revised plan will bridge the existing and upcoming Programs' Strategic Plans.