

Strategic Plan Progress Report 2011-12

Goal 1: Provide Quality Educational Experiences

Objective 1: Continually improve curricular offerings

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Implement phase two and begin implementation of phase three of assessment plan 	Phase Two implemented and data collected	1.	Assess/Stakeholder	Already implemented most and need to implement MANG315 and MANG325 assessments as well as analyze data for concentrations. Developed SOLVE objectives for concentrations and will collect additional data in spring 2012
<ul style="list-style-type: none"> Document specific cycle of gathering stakeholder feedback/input 	Cycle developed	1.	Assess/Stakeholder	Developed and implemented Student/stakeholder grid for assessments
<ul style="list-style-type: none"> Aggregate and analyze data from assessments 	Data analyzed and presented to faculty	1.	Assess/Stakeholder	Collected and analyzed 2010-11 data and for 2011-12 (in process)
<ul style="list-style-type: none"> Establish cycle of regular review of courses and syllabi 	Syllabi reviewed in accordance with cycle	1.	Curriculum	Developed cycle and put syllabi through curricular process

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Develop first-year offerings for majors including an introduction to business course 	Establish ongoing initiatives to improve first-year experience	1.3	Curriculum	Intro to Business course was developed, approved by all curricular bodies, and is on the fall 2012 schedule. Eight – semester course sequencing for Accounting and Business majors. ACCT110 was moved to the second semester for Business majors.
<ul style="list-style-type: none"> Revise orientation and course outlines to provide standard communication about mission, vision, values, and policies 	Revised orientation delivered and standard communication used consistently by all faculty	1.3	Curriculum	Revised both orientation and syllabi (including addenda) to provide consistent communication. Also, posted mission, vision, values on web and in buildings. Working on logo for learning outcomes.
<ul style="list-style-type: none"> Propose interdisciplinary concentration 	Proposal presented to curriculum committees	1	Curriculum	Proposed at Program curriculum committee and the faculty decided to postpone this option at this time
<ul style="list-style-type: none"> Survey department alumni regarding valuable courses offered and courses valuable to them 	Implement second cycle of alumni survey administration	5.4	Assessment	Surveyed in spring 2012 as per schedule (in process)

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Move business law within the Department 	Business Law syllabus revised and approved as MANG course	4	Cori	Renumbered Business Law 1 and 2, revised syllabi, received approval by all curricular bodies, and received approval to move FTE with the course to department.
Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date (4/12)</i>	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Develop and fully implement an assessment plan for the Accounting and Business Administration Programs to improve educational offerings 	Plan developed, curriculum revised, processes improved	1.	<ul style="list-style-type: none"> Surveyed alumni, students, internship supervisors, business persons (including advisory council) and developed/refined mission, vision, objectives, strategic plan, and curricular activities that have guided other actions Developed and implemented assessment plan and 4 Program Retreats which led to 12 curricular changes and closing the loop in all cases (reassessing to determine if performance changes occurred) Developed and implemented assessment plan and 4 Program Retreats which led to 12 curricular changes and closing the loop in all cases (reassessing to determine if performance changes occurred) Implemented 31 changes to the continuous improvement (assessment) processes since the development and implementation of strategic plan 	

			<ul style="list-style-type: none"> Approved 20 course revisions and 5 curricular revisions (change prereqs for COMP250, MANG315, and MANG317; add MRKT369, add ethics as gen ed requirement).
<ul style="list-style-type: none"> Increase breadth of course offerings 	More, appropriate courses offered	1.	<ul style="list-style-type: none"> Developed 2 new concentrations and 12 new courses
<ul style="list-style-type: none"> Develop a more effective first-year experience 	second-year persistence rates in major increased	1.3	<ul style="list-style-type: none"> Developed MANG105, Introduction to Business; moved to second semester ACCT110, Financial Accounting, for business, and revised eight-semester course sequencing for Accounting and Business majors.
<ul style="list-style-type: none"> Move economics within the Department 	Program, courses, and FTE moved	1.	<ul style="list-style-type: none"> 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

Objective 2: Provide extra- and co-curricular opportunities for students to gain out-of-class experience

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Assist students in recruiting membership for current organizations 	AKPsi membership increased	1.2	Curriculum	Sent email for student recruitment and helped select a speaker for upcoming events

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Secure an ELC Lecture Series Speaker for fall 2011 	Speaker selected and presents during fall session	1.	Marcia	Contracted with Spinella (fall 2011) on topics of sustainability and Pete Gulick (spring 2012) on entrepreneurship and international launch to conduct ELC and classroom lectures. Also sponsored Hall of Fame Panel discussion which included question on entrepreneurship
<ul style="list-style-type: none"> Complete PartnerED initiatives 	Means to evaluate student's management literacy developed, number of participating organizations increased, and student participation refined	1.1, 5.4	Marcia	Project and Project rubric expanded to assess student management literacy. Student focus group in fall 2011 conducted to elicit feedback and suggestions for improving student participation.
<ul style="list-style-type: none"> Develop an online journal to highlight student research in marketing 	Produce annual publication	1.1, 5.4	Marlene	First issued published in January 2012 at http://www.lhup.edu/marketingjournal/
Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date (4/12)</i>	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Increase participation with the business community and government agencies 	Number of activities and participation increased	5.4	<ul style="list-style-type: none"> See numbers below on ELC and PartnerEd 	

Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date (4/12)</i>
<ul style="list-style-type: none"> Expand involvement with student organizations and groups 	Number of students, groups, and faculty participation in student organizations as appropriate increased	1.2	<ul style="list-style-type: none"> Increased active faculty participation beyond socials to AKPsi induction, recruiting, case competition, and event planning. Co-sponsored Hall of Fame Panel discussion with AKPsi as a means to involve students in the organization and implementation of this professional event.
<ul style="list-style-type: none"> Provide additional extra- and co-curricular lectures/speakers and professional activities with business leaders 	Number of activities and participation increased	1.1	<ul style="list-style-type: none"> Increased co- and extra-curricular activities like participation in <ul style="list-style-type: none"> Advisory Council (6 students) Senior Reception (7 receptions, 343 students) Internships (131 students) Field trips (3 trips, 121 participants) ELC experiential learning activities (172 students have served 85 businesses) PartnerEd (561 students and 37 partners) Non-class lectures (6 evening lecturers, 467 attendees) Hall of Fame Panel Discussion (1 panel, 48 participants)

Objective 3: Improve educational resources

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Submit staffing request with supporting data to administration 	Request submitted and aligned with University and Program Strategic Plan	3.1	Assess/Stakeholder	Submitted through conversation staffing request over the summer and in writing in October. Provided several follow-up emails (as requested) to the Dean
Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date (4/12)</i>	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Work with the development office to identify potential funding sources for such areas as scholarships, program initiatives, etc. 	Funding from external sources increased	5.5	<ul style="list-style-type: none"> Collaborated with the Foundation to secure information and sponsors for the Business Hall of Fame, to bring entrepreneur and former student Mr. Pete Gulick to campus, and to allocate the JSSB donation 	
<ul style="list-style-type: none"> Evaluate Facilities 	Needs met	5.3	<ul style="list-style-type: none"> Facilities needs have been articulated to the Facilities Committee and VP for Finance and Administration regarding planned renovations and relocation 	

Goal 2: Recruit, Develop and Retain Quality Faculty

Objective 1: Develop Human Resources Plan

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Review existing policies, programs, and guidelines appropriate for inclusion into a comprehensive Human Resources Plan 	Plan developed	3.1	HR	Reviewed policies
<ul style="list-style-type: none"> Identify and develop policies, programs, and guidelines not already established, but needed for a comprehensive Human Resources Plan 	Plan developed	3.1	HR	Developed policies not in existence
<ul style="list-style-type: none"> Revise 5-year plan of course offerings in alignment with current and projected staffing 	Plan developed	3.1	HR	In process
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date (4/12)	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Continually study staffing levels, student enrollment, and course assignments to assure faculty sufficiency 	Enrollment targets met and core and elective courses offered sufficiently to allow students to complete degree on time	3.1	<ul style="list-style-type: none"> Developed human resources plan that includes sections on recruitment/appointment, staffing, faculty workload, orientation/mentoring, professional development, evaluation, renewal, tenure, promotion, and recognition Submit staffing requests for additional resources (4 formal requests resulted in move of business law and .5 FTE for management) Developed/revised enrollment management plan that links to HR and Strategic Plan 	

Objective 2: Improve Teaching Excellence

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Develop, recognize and reward exceptional teaching in the Department 	Increase visibility of faculty	3.1	HR	In process
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date (4/12)	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Develop, recognize and reward exceptional teaching in the Department 	Increased faculty mentored, tenured, and promoted	3.2	<ul style="list-style-type: none"> Recognize faculty through renewal (6 faculty), promotion (1 faculty), and tenure (5 faculty) processes. Participate in mentoring program (7 full-time faculty members have been mentored, 6 retained, and 1 retired after 5 years of service) 	
<ul style="list-style-type: none"> Support travel requests for faculty to attend workshops/conferences relating to teaching effectiveness and pedagogy 	Travel funded	3.2	<ul style="list-style-type: none"> Requests approved 	

Objective 3: Promote Scholarly Growth, Professional and Intellectual Activities

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Develop departmental criteria in line with ACBSP and University/Program mission to determine how faculty members maintain doctorally- and professionally-qualified status. 	Criteria developed	3.1	HR	Developed and included within the Human Resources Plan

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date (4/12)
Long-term Actions (2008-2013)			
<ul style="list-style-type: none"> Support travel requests for faculty to attend workshops/conferences relating to research and scholarly activity 	All appropriate requests are funded	3.2	<ul style="list-style-type: none"> Support professional development through release time (3 hours) and travel requests funded from operating (\$22,037.25) and TLC/FPDF (\$4,868.78)
<ul style="list-style-type: none"> Seek ways to support professional development 	Secure additional resources	3.2	<ul style="list-style-type: none"> Secured Foundation Funds to help with Program efforts
<ul style="list-style-type: none"> Grant release time for research activities 	3-hour release granted	3.2	<ul style="list-style-type: none"> No Progress
<ul style="list-style-type: none"> Provide technology to support faculty research (e.g., statistical software) 	Secure additional resources as needed	3.4	<ul style="list-style-type: none"> No Progress

Goal 3: Promote the Business Administration and Accounting Programs

Objective 1: Market the Programs and communicate with key stakeholders

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Improve appearance and content of the web site 	Stakeholder perception of site	2.5	Marketing	Moved web site into content management system and received training to make updates. Met with Scaife and Eldredge about making improvements to site. Several local improvements were made. Scaife will redevelop web design toward in summer.

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Develop tag line for promoting Program 	Have tag line	2.5	Marketing	Tag line developed and approved by department – More than a degree...
<ul style="list-style-type: none"> Increase means of communicating strategic initiatives, assessment results, and other key information to external stakeholders 	Increase number and means of communication	2.5	Marketing	Reviewed results in more detail at October 2011 Advisory Council Meeting and discussed results with senior students during capstone. Mission, vision, values posted in building
<ul style="list-style-type: none"> Increase systematic communication to students 	Increase number and means of communication	2.5	Marketing	Provided students standard communication in syllabi/ addenda; Held focus groups with students on information for prospective students.
Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date (4/12)</i>	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Increase the number and quality of communications with key stakeholders 	Number and means of communication increased	2.5	<ul style="list-style-type: none"> Placed 20 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;) Update promotional brochures with admissions annually met with Admissions staff on Program changes Moved the web site into the content management system and redesigned it 	

Objective 2: Serve the community

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2011-12)				
<ul style="list-style-type: none"> Complete the Central PA Artists project 	Site launched	5.4	Marlene	Launched web site
<ul style="list-style-type: none"> Develop and deliver the <i>Incivility in the Workplace</i> Workshop 	Survey workshop participants.	5.4	Marcia	Move to fall 2012
<ul style="list-style-type: none"> Offer an entrepreneurship camp to high school students in the region 	Number of Registrants	5.4	Cori	Offered camp, but canceled due to lack of registrants.
<ul style="list-style-type: none"> Offer financial literacy workshops in community 	Two workshops held	5.4	Bob	Held two workshops at the Ross Library with approx. attendance of 10.
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date (4/12)	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Increase faculty and student involvement in the community 	Number of activities/presentations/etc increased	5.4	<ul style="list-style-type: none"> Gave 7 presentations about the Programs in the surrounding communities Launched the Business Hall of Fame which included news releases, luncheon, and the on-campus memorial Promoted Programs' activities at 5 ELC and 8 Business/Accounting Advisory Council meetings Delivered community workshops (4 workshops, 59 plus marketing participants) Met with more than 50 regional business persons in developing PartnerED and secured 25 companies to start in fall 2009 for MANG315/ MANG320 Developed 6 certificate programs to attract students to the Clearfield campus 	

