

Strategic Plan Action Plan and Progress Report 2013-14

Goal 1: Provide Quality Educational Experiences

Objective 1: Continually improve curricular offerings

Action	Outcome Measure and Target	Link to USP	Responsibility	Results
Short-term Actions (2013-14)				
<ul style="list-style-type: none"> Update cycle of syllabi review schedule for 2013-14, revise syllabi, and submit to curricular review process 	Updated and completed curricular review process for 85-100% of schedule (dependent upon emerging circumstances and funding levels)	2.3	Berrios, Everett, Huegler, Jensen	Revised MRKT300, MRKT410, MRKT405 (new); MANG101, MANG105, MANG400, MANG475, ECON101. The new general education program required a change in which syllabi were revised.
<ul style="list-style-type: none"> Implement action items identified as a result of assessment data 	Data analyzed, actions identified, and 85-100% implementation (dependent upon emerging circumstances and resources)	1.6	All faculty as outlined in Assessment Plan	Implemented all action items for core assessments. Assessed concentrations for need to implement changes to the instruments to generate better data that aligns with concentration competencies.
<ul style="list-style-type: none"> Review/revise targets on core assessments 	100% of targets reviewed at end of AY with 100%	1.6	All faculty - Retreat	Changed KNOW Assessments to use

Action	Outcome Measure and Target	Link to USP	Responsibility	Results
	revision where determined necessary			75% will earn at least 60 for each competency.
<ul style="list-style-type: none"> Request a Confidential Review Copy of the new release (4JMF) of the Major Field Test, review the test, determine how well it aligns with the curriculum, and make necessary changes 	Reviewed test and made curricular adjustments if needed	1.6	Myers	Provided test URLs to all faculty who then reviewed the test. Changes were implemented in the content and MFT review for MANG475.
<ul style="list-style-type: none"> Fully implement Phase 3, SOLVE Concentration Assessments, gather and review baseline data on concentration assessments and determine specific learning outcomes targets 	100% of concentration assessments analyzed and targets set at end of AY	1.6	All Faculty - Retreat	Changed second assessment to SOLVE or KNOW based on the change of some assessments. New assessments instruments were piloted in management, marketing, entrepreneurship, and international business. Faculty believe instruments should be refined to better align with competencies. All concentration assessment instruments (except marketing) will be reviewed. Will be collecting some formative assessment data for some

Action	Outcome Measure and Target	Link to USP	Responsibility	Results
				concentrations as well until we can collect sufficient data from the capstone courses which are not offered every semester.
<ul style="list-style-type: none"> Assess impact of MANG105, ACCT110 changes on retention 	Increased 2012-13 2-yr retention rate (combined) to 62%	1.3	Myers	Reviewed second year persistence rates of students who completed the course. The combined retention rate was 59.5%, but business was much lower (53%) than accounting (72%). The overall rate was also lower than students who took 119 (72.6%) or overall (70.4%) and retained in the University. Survey was administered by University about students' perception of learning communities.
<ul style="list-style-type: none"> Review 5-year course rotation schedule and identify target areas to expand course offerings to meet the needs of majors within and outside of the department (e.g., economics, finance, accounting) 	Review conducted, target areas identified, and 85-100% of curricular proposals submitted to administration (dependent on resources)	2.3	Curricular Review Subcommittee	Reviewed course enrollments during and after spring scheduling which reveals significant demand for seats in lower-division courses especially MANG105, ACCT110,

Action	Outcome Measure and Target	Link to USP	Responsibility	Results
				<p>and MRKT200. Converted an ECON101 and ACCT435 to ACCT110 to serve demand. Most MANG, ACCT, MRKT and ECON core courses are full and some seats remain in upper-division electives.</p> <p>Reviewed 5 year course rotation, but in light of shifting enrollments and gen ed revisions, will take more in depth review over the summer.</p>
<ul style="list-style-type: none"> Increase integration of technology throughout the curriculum 	<p>Review conducted, target areas/actions identified, and 85-100% of actions items implemented (dependent on resources)</p>	<p>1.5</p>	<p>All faculty</p>	<p>Surveyed Advisory Council and engaged in discussion at November meeting. The minutes document the members' responses, but generally focused on Microsoft suite (esp excel and access), data analysis software, SAP, Oracle, internet research. Spoke with Math Department Chair and instructor of</p>

Action	Outcome Measure and Target	Link to USP	Responsibility	Results
				MATH 180 about integrating excel into the course. Also, have discussed issues with ACS faculty about changes to COMP250.
<ul style="list-style-type: none"> Evaluate options for addressing the PA Accountancy requirements 	Evaluation conducted, options and feasibility determined	1.6	Lloyd	Discussed this action and decided to remove it
<ul style="list-style-type: none"> Determine student interest and options for increasing distance education delivery 	Evaluation conducted, options and feasibility determined, increase parallels student interest and preparedness	1.5	Jensen	Developed a survey which was administered to seniors in MANG475 and suggests that students prefer face-to-face courses most and ITV least. We will distribute more broadly to all majors in fall 2014.
Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date</i>	
Long-term Actions (2013-2018)				
<ul style="list-style-type: none"> Update 100% of the department syllabi on a 5-year rotation 	100% completed (dependent upon emerging circumstances and funding levels)	2.3	In 2013-14, received approval for two new courses (MRKT405 and MANG3xx), 2 MRKT revisions, 4 MANG revisions, and 1 ECON revision, and for Program revisions for AS/BS in Business and Accounting to add new gen ed and bring programs in compliance with BOG.	
<ul style="list-style-type: none"> Fully implement the assessment plan for core and concentration assessments including closing the loop (e.g., including appropriate content and process changes) 	100% of assessments implemented (unless revised/eliminated due to circumstances)	1.6	Assessed all core competencies (205 assessments/13 recommendations) and most concentration competencies (24 assessments/4 recommendations)	

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-2018)			
<ul style="list-style-type: none"> Close the gap between expectations and student performance on learning outcomes assessment especially for accounting, finance, communication skills, and problem solving 	Close gap by 50-100% depending on objective and competency as defined in assessment plan	1.6	Analyzed data and met some or all expectations which meant closing (on 38 assessments) in the gap for accounting, management, marketing, finance, operations, general problem solving, ethical problem solving, written communication, oral communication, group skills, and concentrations
<ul style="list-style-type: none"> Benchmark, evaluate, and redesign (where appropriate) the curriculum to include standard business curricula; incorporate key areas identified by stakeholders; and identify niche areas 	100% compliance with ACBSP standards and 85% satisfaction of selected key stakeholders	1.6, 2.3	In 2013-14, revised AS/BS in Business and BS in Accounting to implement the new gen ed and bring programs in compliance with BOG policy of 60 hours devoted to the major.

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 (2013-14)				
<ul style="list-style-type: none"> Create a database of internships and external experiences to clearly identify existing network as a foundation for expanding a network 	Database created based on spring 2013 experiences	1.1	Garey	Used the Dean's internship MOA list as a baseline. As of 5/6/2014, included 93 MOAs in the department.
<ul style="list-style-type: none"> Identify at least two ELC lecture series speakers for 2013-14 	Held two lectures per AY	1.	Myers	Hosted Scaife/Walstrom for fall 2013 (with attendance at about 150) and Dr. Ed Shifflett in Spring 2014 (with attendance

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Identify alternative initiatives for developing the comprehensive programming for professional and job search skills beginning with developing list of current activities and enhancing use of InterviewStream 	Evaluation conducted, options and feasibility determined	1.1	Myers, Kurzynski, Jensen	<p>of 85)</p> <p>Mapped the professional/job skill development activities performed in the Programs to the 8-semester sequence and advising tool. Discussed the document at the November Advisory Council meeting. The minutes document the members' responses. While the Council Members did not offer suggestions to add to the activities, they did indicate that graduates should sharpen interview skills (prepare better) and communication skills.</p>
<ul style="list-style-type: none"> Determine feasibility of starting student interest groups/clubs (e.g., investment club, mock trial team, etc) to increase breadth of co-curricular opportunities 	Evaluation conducted, options and feasibility determined	1.2	All faculty	An investment club was started in 2013; however, accounting and Delta Mu Delta were not. The current cohort of accounting students were not interested. There is a \$500 fee to start Delta Mu Delta and students

Action	Outcome Measure	Link to USP	Responsibility	Results
				would pay dues similar to AKPsi.
<ul style="list-style-type: none"> Involve AKPsi in recruiting and out-of-class learning activities (e.g., orientation, open house, hold part in panel/lecture series, fundraising, etc) 	Met with AKPsi to discuss their level of interest and have at least two students participate in fall 2013	1.2	Lloyd, Myers	Provided opportunities for promotion by permitting brothers to recruit in lower level classes, emailing majors, staffing a table at the Fall Student Social, presenting/leading events at Fall Orientation and Academic Preview Days, co-sponsoring the Zumba-thon, and hosting the Business Hall of Fame. Also, hosted AKPsi Social at Myers's house in November.
<ul style="list-style-type: none"> Involve students in PASSHE Business Plan Competition (recruit/retain) 	Submit 6-8 student entries		Kurzynski	Encouraged students to complete intent to submit, but LHU did not have entrants in 2013-14
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date	
Long-term Actions (2013-18)				
<ul style="list-style-type: none"> Build network of regional businesses and alumni willing to participate in such learning activities as internships, course-embedded 	Increased network partners by 10% beyond 76 internship sites	1.1	Met with First Quality and toured their facility, and received notices from numerous sites that were posted with	

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
projects, classroom lecturers, etc.			Career Services. MOAs = 93 current sites
<ul style="list-style-type: none"> Increase the percent of eligible students completing internships (credit and non-credit bearing) 	Increased internship completion by 10% (23 for-credit internships 12-13/408 students EOT 2013)	1.1	Decreased from 2011-12 to 2012-13 by 1.4%. Must wait until 2014 EOT and summer sessions to calculate this year's data 2010-11 = 38/404 EOT (9.5%) 2011-12 = 28/401 EOT (7.0%) 2012-13 = 23/408 EOT (5.6%)
<ul style="list-style-type: none"> Identify resources to fund a business laboratory and/or incubator 	Developed a proposal with cost estimates, identified alternative funding sources, submitted proposal	1.1	Prepared request and submitted to Dean for Capital Campaign
<ul style="list-style-type: none"> Annually sponsor at least five extra- and/or co-curricular lectures/speakers and professional activities with business leaders 	Held at least five activities each AY	1.1	In 2013-2014, held two Senior Receptions, Fall Social, two Business Etiquette Luncheons, Business Hall of Fame Panel Discussion, and ELC Lecture Series Speaker. Hosted 12 in-class speakers across various courses.
<ul style="list-style-type: none"> Develop a comprehensive means to address such skills as business etiquette and job search skills and such topics as professionalism and realistic expectations 	Plan developed	1.1	Mapped current offerings (both in-class and out-of-class activities) that take place throughout a four-year experience and asked the Advisory Council to evaluate offerings. The meeting minutes document the members' responses. While the Council Members did not offer suggestions to add to the activities, they did indicate that graduates should sharpen interview skills (prepare better) and communication skills
<ul style="list-style-type: none"> Increase involvement of student 	Held at least two events	1.2	AKPsi participated in BHOF Panel, BHOF

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
organizations and groups in at least two events annually	annually		luncheon, Fall Student Social, Academic Preview Days, Orientation, Zumba-thon, and Thanksgiving Social at Dr. Myers's home.

Objective 3: Increase retention rates to 65 percent through support programs and processes

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2013-14)				
<ul style="list-style-type: none"> Increase student/student and student/faculty interaction in new student orientation with potential involvement of Alpha Kappa Psi 	85-100% of faculty and AKPsi representatives and Clearfield student representatives participate in orientation	1.2	Myers	Redesigned orientation and several activities to involve students which included AKPsi members who led small group discussion. 8 (88%) of faculty and 7 AKPsi members participated.
<ul style="list-style-type: none"> Participate in learning communities and incorporate more ADAC119 learning strategies in MANG105 	Assure 119 aspects are included in MANG105 and increase retention of students in learning community to be comparatively higher than students not in learning community (=65%)	1.3	Myers, Obenreder	Piloted MANG105 learning community in fall 2013; revised syllabus to include all 119 learning outcomes; and conducted a University survey of the learning community

Action	Outcome Measure	Link to USP	Responsibility	Results
<ul style="list-style-type: none"> Develop case statement which includes funding scholarships and experiential learning and present to LHU Foundation 	Case statement developed and submitted to the LHU Foundation for consideration	1.1	Myers	Forwarded statement to the Dean and Foundation about basic funding needs; The Poorman scholarship was established.
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date	
Long-term Actions (2013-18)				
<ul style="list-style-type: none"> Define essential elements for a successful first-year experience (e.g., orientation, MANG105, mentoring, advising, communications, social) 	Elements identified and 85-100% implementation (dependent upon emerging circumstances and funding levels)	1.3	<p>Piloted learning communities, revamped orientation, hosted fall social which included a mentoring component, developed advising manual (including worksheets to help guide and standardize advising process), revised MANG105 syllabus to include more 119 learning strategies.</p> <p>Since a University Committee (with a Program representative) is working on a comprehensive first-year experience, will defer to their recommendations. The Programs have already volunteered for learning communities in fall 2014 and suggested a first-year reading.</p>	
<ul style="list-style-type: none"> Enhance opportunities and funding for tutoring business and accounting students 	Increased number of tutors and tutees by 5%	1.	No progress	
<ul style="list-style-type: none"> Promote AKPsi (business fraternity) to students and develop opportunities for social interaction of majors 	Identified three ways in which to support promotion and hold at least one opportunity for social interaction each	1.2	Provided opportunities for promotion by permitting brothers to recruit in lower level classes, emailing majors, staffing a table at the Fall Student Social, presenting/leading events at Fall	

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
	AY		Orientation and Academic Preview Days, co-sponsoring the Zumba-thon, and hosting the Business Hall of Fame. Also, hosted AKPsi Social at Myers's house in November.

Goal 2: Recruit, Develop and Retain Quality Faculty

Objective 1: Provide adequate staffing levels

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2013-14)				
<ul style="list-style-type: none"> Revise staffing plan and five-year course rotation to address areas identified under Goal 1, Objective 1 	Reviewed annually, plan updated, courses delivered with faculty within the standard per term load (12 workload hours/term)	3.	All faculty	Reviewed five-year course rotation, but need to look deeper at economics and management to propose appropriate selection of courses.
<ul style="list-style-type: none"> Assure 2013-14 temporary and tenure-track hires have credentials that keep the AQ/PQ status at or above target levels 	Met AQ/PQ targets for credit-hour production with 70% AQ and 90% AQ/PQ faculty		Search Committee	Concluded the Economics and IB Search and appointed AQ faculty member.
<ul style="list-style-type: none"> Hire one tenure-track position in management (IB/Bus Law) and in Economics 	Received approval and hired two tenure-track faculty in 2013-14		Administration/Chair	Concluded the Economics and IB Search and appointed AQ faculty member.
<ul style="list-style-type: none"> Maintain student/faculty ratio 	In-Program student faculty ratio remains		All faculty	Compared Program's student/faculty ratio of

Action	Outcome Measure	Link to USP	Responsibility	Results
	equal to or lower than University ratio (20 to 1)			22.7:1 to the University's student/faculty ratio which remained 20.1:1. The Programs' ratio increased slightly which can be felt on the advising and teaching loads and seen in fall enrollment.

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
<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 and rates at least 75% on student satisfaction, decrease student faculty ratio to equal University ratio	3.	Updated Enrollment Management Plan which shows that the Programs' total enrollment in spring 2013 EOT enrollment increased over the prior year, the first time since 2009. The Programs' fall 2013 new admits were the largest class in five years. As a result of the new admits, change of majors into the program, and growth in other programs requiring MANG and ACCT courses, significant pressure exists for seats in lower level courses.
<ul style="list-style-type: none"> Maintain levels above the ACBSP standard for credit-hour production in business and accounting courses 	Credit hours delivered in academic year are by at least 70% AQ and 90% AQ/PQ faculty		In 2013-14, generated a total 8517.0 credit hours in the fall & spring semesters, 91% of which were taught by AQ faculty and 100% taught by AQ/PQ.

Objective 2: Promote scholarly growth, professional, and intellectual activities

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2013-14)				
<ul style="list-style-type: none"> Investigate opportunities to share resources across PASSHE 	Conducted research and identified relevant opportunities	5.4	All faculty	No progress.
<ul style="list-style-type: none"> Coordinate with TLC to sponsor a faculty lecture series 	Consulted with Director of the TLC to determine interest in a faculty lecture series	3.2	Berrios	Will explore in 2014-15
<ul style="list-style-type: none"> 75% of tenured/tenure-track faculty to participate in at least one scholarly or professional development activity each academic year (ADMIN: Scholarly/Professional Growth) 	100% participation (depending on resource availability)	3.2,3	All faculty	7 of 9 faculty participated in scholarly activity in 2013-14
<ul style="list-style-type: none"> 100% of tenured/tenure-track faculty complete a scholarly activity within the five-year time period of the strategic plan (e.g., publish a paper, present paper/workshop/poster, submit grant proposal, or consult within the field) 	100% completion	3.2,3	All faculty	77% completed in 2013-14 with 20 faculty activities related to scholarly activity and 31 related to professional development (from Table 5.6)
<ul style="list-style-type: none"> 100% of tenured/tenure-track faculty participate in at least one or more activity each year that includes business and industry interaction 	100% participation	5.4	All faculty	100% participated in 2013-14 in events like the Senior Reception (n=8 events), Economic Partnership Dinner (n=4 events), Business Hall of Fame Luncheon n=3 events), Company Tours (n=2 events), Internship

Action	Outcome Measure	Link to USP	Responsibility	Results
				supervision (n=35),

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
<ul style="list-style-type: none"> Establish an ongoing record of faculty scholarly activity, professional development and business and industry interaction 	Met or exceed annual goals during the five-year period	3.2,3	In 2013-14, 20 faculty activities related to scholarly activity and 31 related to professional development (from Table 5.6) Sponsored MANG, MRKT, and ACCT internships and hosted two senior receptions, the Business Hall of Fame, ELC Lecture Series, and Fall Social (with two alumni)
<ul style="list-style-type: none"> Seek resources to fund professional development 	Identified potential resources and made request; increase Foundation Fund Account Receipts by 5%; Increase travel funding by 5%	5.5, 3.0	Unfortunately, received less in operating funds and had to decrease travel. The Dean did augment the operating budget to provide some funding for those presenting at conferences.

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 (2013-14)				
<ul style="list-style-type: none"> Visibly promote initial accreditation to all key stakeholders including coordination with Admissions (recruiting), public relations, and administration in announcing and celebrating accreditation 	Notified prospective students, alumni, and community about accreditation	2.5	Myers	Published on web and sent news releases. The LHU accreditation site was updated.
<ul style="list-style-type: none"> Identify items that address resource needs in each concentration as a foundation for the case statement 	Developed case statement and submit to LHU Foundation	2.5	All faculty	Consulted with Dean about his priorities for funding.
<ul style="list-style-type: none"> Implement 2013-14 student/stakeholder assessments 	Met targets stated in plan or develop actions to address deficiencies	1.6	All faculty	Implemented all assessments and added additional assessments in distance education, technology integration, and dual major/concentration
<ul style="list-style-type: none"> Contact new public relations staff (once hired) to discuss initiatives for promoting programs and submit and place at least 6 items for news releases or publications 	Placed at least 6 news items	2.5	Myers	Submitted articles on the accreditation, Fall Student Social, Poorman Scholarship, Business Hall of Fame, Zumba-thon (2)
<ul style="list-style-type: none"> Update web and post promotional videos 	Posted video	2.5	Myers	Updated web (ongoing) and posted videos
<ul style="list-style-type: none"> Improve use of social networking to connect with key stakeholders 	Developed and begun implementation of	2.5	Jensen	Established group, linked to those Jensen

Action	Outcome Measure	Link to USP	Responsibility	Results
	social networking plan			knew, and posted job opportunities.
<ul style="list-style-type: none"> Identify requirements for ACBSP QA Report and integrate any additional initiatives into planning documents that are not currently included 	Integrated all requirements to assure trend data is collected and analyzed	2.5	Myers, LLoyd	Identified requirements and will submit the report by the September deadline.

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
<ul style="list-style-type: none"> Increase enrollment to targets prescribed in the enrollment management plan (ADMIN: Enrollment) 	Spring EOT total enrollment equals 428 with 90 graduates, 133 new admits, and 100 transfers (Programs combined)	2.1	Slightly increased spring 2013 EOT to 408 (up from 404 in 2012), we had 75 graduates through spring EOT, 116 new admits, 96 transfers. The spring 2014 EOT is 465, well above anticipated enrollment.
<ul style="list-style-type: none"> Increase the number of communications with key stakeholders including greater promotion of learning activities and Program initiatives through the External Relations and Communication Department 	Submitted at least 6 items annually for PR news releases, kept web site updated with news items, issued two updates to alumni	2.5	Submitted articles on the accreditation, Fall Student Social, Poorman Scholarship, Business Hall of Fame, Zumba-thon (2). Also, included updates on the web.
<ul style="list-style-type: none"> Review, revise (as needed), and implement student/stakeholder assessment plan and meet targets specified therein (ADMIN: Job Placement) 	Met or revised targets (See assessment plan) and took corrective action where targets not met	1.6	Implemented all assessments in student stakeholder plan and added surveys/discussion with Advisory Council on technology integration, dual majors/concentrations, and professional skills. Also, added pilot survey of seniors regarding course delivery mode. Revised assessment cycle regarding alumni and

Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date
Long-term Actions (2013-18)			
			senior reception surveys. Considered surveying employers, but need to research how to identify companies and contacts
<ul style="list-style-type: none"> Develop a case statement that gives a detailed description of resource needs 	Developed case statement and submitted to LHU Foundation	5.5	Developed a case statement and submitted to the Dean.
<ul style="list-style-type: none"> Address the note on Standard 1 and comply with ACBSP process of Maintaining Accreditation including collection of data and submission of Quality Assurance Reports 	Received approval of request to remove note, Attended ACBSP conference and read materials to understand requirements, submitted QA reports as required, received approval of reports.	2.5	Reviewed with administration the note received during initial accreditation, met with our ACBSP Commissioner, prepared materials in accordance with the Commissioner's advice, and submitted the materials to ACBSP for review, and received notification from ACBSP that the request to remove the note was approved – the Programs are fully accredited without notes or conditions. The faculty also reviewed the requirements for the Quality Assurance Report (due September 2014), collected/analyzed assessment data and are preparing the report. The ACBSP Champion attended mentor/evaluator training to aid the preparation of the September report.
<ul style="list-style-type: none"> Identify ways to promote faculty accomplishments 	Physical and web recognition established	2.5	No progress
<ul style="list-style-type: none"> Develop plan to connect with alumni especially through social networking (e.g., LinkedIn) 	Connected with at least 100 alumni through social networking	2.5	Established group, linked to those Jensen knew, and posted job opportunities. Can expand in the summer with each faculty member's network of graduates.

Objective 2: Serve the community

Action	Outcome Measure	Link to USP	Responsibility	Results
Short-term Actions (2013-14)				
<ul style="list-style-type: none"> Assess opportunities to involve the local business community in potential business travel summer programs that would involve students, faculty, and local business leaders. 	Opportunity assessed and business plan with projected costs developed.	5.4	Marcia/Marlene	Eliminated
<ul style="list-style-type: none"> 100% of faculty to participate in at least one university and department service activity each year (ADMIN:Service) 	100% participation in departmental service and faculty serve on 10 (in aggregate) University/College-wide Committees	5.4	All faculty	Met; the annual report includes 80 individual University and Department service activities beyond the department/University activities in which all faculty participate (e.g., open house, curriculum meetings)
Action	Outcome Measure	Link to USP	Major Accomplishments for ALL Planning Years to date	
Long-term Actions (2008-2013)				
<ul style="list-style-type: none"> Establish an ongoing record of faculty service 	100% participation in departmental service and faculty serve on 10 (in aggregate) University/College-wide Committees annually	3.2,3	Logged 80 individual University and Department service activities beyond the department/University activities in which all faculty participate (e.g., open house, curriculum meetings) documented in the 2013-14 Annual Report Appendix.	
<ul style="list-style-type: none"> Increase faculty and student involvement in the community at large 	Offered three workshops/presentations/consulting; have 100 students participate in projects, etc. annually; serve 25	5.4	Offered Entrepreneurship Workshop to CIU#10, held four events attended by 372 participants, had 178 students partnered with 28 businesses (PartnerED), had 76 students serving 21 businesses (Marketing Projects), and logged 24 community and	

Action	Outcome Measure	Link to USP	<i>Major Accomplishments for ALL Planning Years to date</i>
Long-term Actions (2008-2013)			
	businesses annually		professional service activities as documented see 2013-14 Annual Report Appendix.