

RAJ SOIN COLLEGE OF BUSINESS
STRATEGIC PLAN
2003-2008

GOAL 1

ENHANCE OUR DISTINCTIVE LEARNING EXPERIENCE TO RECRUIT AND RETAIN A DIVERSITY OF STUDENTS FROM THE REGION AND BEYOND.

Objective A: Expand marketing and recruitment efforts in the region and beyond, including out of state.			
<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
<ul style="list-style-type: none"> • Provide additional and more competitive graduate assistantships. 	Increased # of students and better quality	2004-05 AY	Dept. Chairs
<ul style="list-style-type: none"> • Develop MBA Showcase to present community projects completed by MBA students. 	Recruit more MBAs	2003-04 AY	Scott Williams
<ul style="list-style-type: none"> • Develop new marketing material for undergraduate and graduate programs. 	Publication of brochures	Fall 2004	Dean's Office
<ul style="list-style-type: none"> • Publicize summer schedule in suburban newspapers and other college newspapers targeting students from other universities. 	Increased summer enrollment	Spring 2004	Dean's Office
<ul style="list-style-type: none"> • Enhance recruitment efforts aimed at non-traditional students through alternative scheduling, distance learning and/or off-campus programs. 	Increased # of Students	2003-04 AY	Dean's Office

Objective B: Diversify and enrich curriculum and make it more accessible, responsive, and flexible.			
<u>Strategy</u> <ul style="list-style-type: none"> • Create distance learning process for 500-level prerequisite MBA courses • Determine the market for certificate programs, weekend MBA, on-site programs designed to meet needs of a specific business. 	<u>Outcome Measure</u> Offer all 500-level courses as distance learning Survey to determine demand	<u>Timeframe</u> Fall 2004 Fall 2004	<u>Champion</u> Dean's Office Dean's Office
Objective C: Recruit and retain a nationally/regionally recognized diverse, student-centered faculty and staff.			
<u>Strategy</u> <ul style="list-style-type: none"> • Recruit and hire Ph.D. faculty from top quality doctoral programs to fill doctoral level vacancies. 	<u>Outcome Measure</u> Enhanced faculty productivity and more diverse faculty.	<u>Timeframe</u> Fall 2003 – Fall 2008	<u>Champion</u> Dean and Dept. Chairs
Objective D: Enhance the academic success of students by creating a student-centered environment, improving upon current facilities, programs, co-curricular activities and technology.			
<u>Strategy</u> <ul style="list-style-type: none"> • Develop a peer to peer student debt counseling service. • Provide increased opportunities for undergraduate students to participate in an internship program or a service learning activity. • Develop process for comprehensive assessment of college programs that will be the basis for continuous improvement in teaching, scholarship and service. • Expand Office of Career Services to provide better job placement and more comprehensive co-op and internship programs. 	<u>Outcome Measure</u> # of students counseled # of students participating Process approved by faculty # of companies interviewing, # of additional co-ops and internships.	<u>Timeframe</u> Fall 2003 2004-05 AY 2004-05 AY Fall 2004	<u>Champion</u> Bill Wood Associate Dean Associate Dean Office of Career Services

GOAL 2

EXPAND OUR PARTNERSHIPS THROUGH EXTERNAL FUNDING AND COLLABORATIVE SCHOLARSHIP BOTH REGIONALLY AND GLOBALLY.

Objective A: Enhance and expand facilities and infrastructure for research, scholarship and learning through increased extramural and intramural support.			
<u>Strategy</u> <ul style="list-style-type: none"> Encourage faculty to write external grant proposals Successful grant writers in college mentor new faculty and others just beginning to write grants Explore possibilities for funding a new graduate/executive education business building 	<u>Outcome Measure</u> # of grants funded # of mentors identified Funding source(s) identified	<u>Timeframe</u> Expect one grant per department over the 2005-2008 timeframe Fall 2004 Fall 2004	<u>Champion</u> Dept. Chairs Dept. Chairs Dean
Objective B: Grow collaborative scholarship and centers of excellence			
<u>Strategy</u> <ul style="list-style-type: none"> Encourage faculty to form groups for collaborative research. Use summer research stipend as motivation for starting groups Increase funding for faculty professional development and travel to regional and national conferences. Continue to develop the Health Care Management Concentration and Certificate Program 	<u>Outcome Measure</u> Interdepartmental research # of scholarly publications co-authored # of new students in program	<u>Timeframe</u> Fall 2004 Fall 2003 Fall 2004	<u>Champion</u> Dept. Chairs Dean MBA and Health Care Directors

Goal 2 - Objective B (Continued)			
<ul style="list-style-type: none"> Develop new Centers for Excellence 	Funding sources identified	One new center by 2005	Dean's Office
<ul style="list-style-type: none"> Develop and implement Executive MBA for deliver on campus and at selected international locations 	Program approved and new students registered	Fall 2004	Dean's Office
Objective C: Increase investment in human capital responsible for collaborative scholarship and extramural support through appropriate incentives, recruitment, retention and professional development.			
<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
<ul style="list-style-type: none"> Develop an interdisciplinary team of faculty to develop and publish cases based on local business community circumstances. 	Publication of case(s)	Fall 2005	Chairs and Faculty
<ul style="list-style-type: none"> Establish endowed chairs and professorships 	Two endowed chairs over five-year timeframe	2003-2008	Director of Develop.
<ul style="list-style-type: none"> Establish a formal Business-Faculty Connections program to engage faculty and local businesses in jointly beneficial partnerships. 	# of faculty involved	2003-04 AY	Associate Dean
<ul style="list-style-type: none"> Develop and implement a plan for professional faculty development 	Plan submitted to AACSB	2003 calendar year	Dean and Associate Dean
<ul style="list-style-type: none"> Develop process to increase scholarly output 	# of intellectual contributios	Starting Fall 2003	Dept. Chairs

GOAL 3

EXTEND OUR ENGAGEMENT WITH GOVERNMENT, BUSINESS AND NON-PROFITS TO FOCUS ON EMERGING AREAS OF NEED.

Objective A: Increase the opportunities for community engagement within the curriculum.			
<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
<ul style="list-style-type: none"> Establish a Business Case Center to develop real time business cases to be used in MBA curriculum. Students would present recommendations to participating firms. 	# of students and firms	Fall 2004	Chairs and Faculty
<ul style="list-style-type: none"> Invite regionally and nationally recognized guest speakers from the business, government and non-profit communities to speak to UG and GR classes. 	# of speakers	Fall 2003	Faculty
<ul style="list-style-type: none"> Increase quality of adjunct faculty by drawing leaders from the local business community. 	# participating	Fall 2003	Chairs and Faculty
<ul style="list-style-type: none"> Students will study real business issues from local business firms in a classroom learning environment. 	# of classes involved	Fall 2003	Dept. Chairs
Objective B: Encourage and support increased participation of faculty, staff and students in community service and leadership.			
<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
<ul style="list-style-type: none"> Develop a process for faculty participation in local professional or service organizations 	# of faculty involved	2003-04 AY	Dept. Chairs
<ul style="list-style-type: none"> Develop and implement a student-alumni connections program to provide networking opportunities. 	# of students and alumni	Start 2003 and annually	Dean's Student Advisory Board
<ul style="list-style-type: none"> Develop a process to engage students and faculty in continually improving community service projects. 	Process developed	2003	FEC and Dean's Student Advisory Bd.
Objective C:			

Enhance the quantity and quality of dialogue with our various communities (e.g., multi-disciplinary forums, think tanks, symposia, etc.).			
<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
<ul style="list-style-type: none"> • Develop a distinguished business speakers forum with nationally known speaker/panelists • Publish a College annual report in magazine and electronic format for distribution to alumni, business community, and business school deans. 	# of seminars conducted	Fall 2003	Dept. chairs
	# of speakers per AY	Fall 2004	Dean's Office
	# of reports sent out	Summer 2004	Dean's Office