DEPARTMENT/PROGRAM/CENTER	ENGAGEMENT			INNOVATION				IMPACT		
	Students	Faculty	Community	Teaching	Research	Networking	Experimental	Recognition	Professional Development	Student Success
ACCT										
VITA	●		●	●		●	●	●		●
Curricula Changes	●	●		●						●
Visiting Scholars		●	●		●	●			●	
Professional Development Activities		●			●	●			●	
Accounting Internships	●	●	●	●			●			●
Professional Organizations		●	●			●			●	
Southern California Accounting Research Forum (SCARF)		●	●		●	●	●		●	
Beta Alpha Psi & Accounting Society (BAP & AS)	●	●	●			●	●		●	●
Association of Latino Professionals For America (ALPFA)	●		●			●	●		●	●
FIN										
Curricula Changes	●	●		●				●		●
Visiting Scholars		●	●		●	●			●	
Professional Development Activities		●		●	●	●			●	
SMIF	●	●	●	●	●	●	●	●		●
FIN Advisory Board	●	●	●			●	●			●
Financial Management Association (FMA)	●					●	●		●	●
IS										
Curricula Changes	●	●		●						●
CBA Business Analytics Certificate	●	●	●	●						●
MSIS	●	●		●						●
Visiting Scholars		●	●		●	●			●	
Professional Development Activities		●			●	●			●	
Association for Information Systems (AIS)	●		●	●		●	●			●

DEPARTMENT/PROGRAM/CENTER	ENGAGEMENT			INNOVATION				IMPACT		
	Students	Faculty	Community	Teaching	Research	Networking	Experimental	Recognition	Professional Development	Student Success
MGMT										
Curricula Changes	●	●	●	●			●			●
Visiting Scholars		●	●		●	●		●	●	
Professional Development Activities		●		●	●	●			●	
Short-Term Study Abroad	●	●	●	●						●
Job Shadow	●	●	●			●		●		●
HRM Advisory Board	●	●	●			●			●	●
Student Groups: SAM, HRMA, IBA, Delta Sigma Pi	●					●				●
Cannabis Symposium	●		●	●		●			●	●
MKTG										
Curricula Changes	●	●		●	●					●
Marketing Analytics	●	●		●						●
Visiting Scholars		●	●		●	●			●	
Professional Development Activities		●			●	●			●	
MBC	●	●	●			●	●	●		●
GP										
Curricula Changes	●	●		●						●
Graduate Orientations	●	●		●						●
Post-Program Career Development	●			●		●			●	●
MSEM	●	●		●						●
Community Engagement Projects	●	●	●			●	●	●		●
MBA Advisory Board	●	●	●			●	●		●	●

DEPARTMENT/PROGRAM/CENTER	ENGAGEMENT			INNOVATION				IMPACT		
	Students	Faculty	Community	Teaching	Research	Networking	Experimental	Recognition	Professional Development	Student Success
MSSCM										
Curricula Changes	●	●	●	●						●
MSSCM Orientation	●	●		●						●
Post-Program Career Development	●			●		●				●
OSCM Advisory Board	●	●	●	●		●				●
Pathways to Success in SCM	●	●	●			●			●	●
MSA										
Accounting Advisory Board	●	●	●			●	●		●	●
MSA	●	●	●	●						●
CBADO										
Travel Funding		●			●	●			●	
Professional Development Activities		●			●	●			●	
Community Organization Connections			●			●		●		
Innovation Challenge	●	●	●	●		●	●	●	●	●
Close-the-Loop Award		●		●				●		●
CBA Research Colloquia	●	●	●	●	●	●		●	●	●
CBA Alumni Database	●					●				●
Raise Funds	●	●	●	●	●	●	●	●	●	●
Transfer Model Changes	●	●		●						●
SCO Template	●	●		●						●
Molina Entrepreneurship Series	●	●	●			●	●	●		●

DEPARTMENT/PROGRAM/CENTER	ENGAGEMENT			INNOVATION				IMPACT		
	Students	Faculty	Community	Teaching	Research	Networking	Experimental	Recognition	Professional Development	Student Success
SCPD										
Business Professional Certificate (BPC)	•		•			•	•		•	•
Community Scholars (CS)	•		•			•	•		•	•
Junior Mentoring Program (JMP)	•		•			•	•		•	•
Corporate Mentoring Program (CMP)	•		•			•	•		•	•
SCPD Advisory Board	•		•			•	•			•
CBA Internship Program	•		•			•	•		•	•
Ukleja										
Ethics Across the Curriculum		•		•						•
Student Leadership Institute	•		•	•		•	•			•
Ethics at The Beach	•		•			•				•
William Dickson Faculty Fellows	•	•	•	•		•	•		•	•
Nell & John Wooden Ethics in Leadership Award			•				•	•		
Faculty Roundtables		•		•	•	•			•	
Ethics Research Grants		•			•				•	
Interdisciplinary Research		•			•				•	
Living Ethics Every Day		•	•			•		•		
Community Ethics Training		•	•	•			•		•	
Governing Council			•			•				•
Association of Practical and Professional Ethics		•	•	•		•	•	•		•
Funds Development	•	•	•			•	•			•

DEPARTMENT/PROGRAM/CENTER	ENGAGEMENT			INNOVATION				IMPACT		
	Students	Faculty	Community	Teaching	Research	Networking	Experimental	Recognition	Professional Development	Student Success
CSS										
Early Alert (EA) Advising	●						●			●
Automated Online Request System	●						●			●
In-College Tutoring	●			●						●
Supplemental Instruction (SI) courses	●			●						●
Freshman Seminar Course Development	●			●						●
Computer Proficiency Exam Workshops	●						●			●
Outreach Efforts	●	●				●				●
Degree Planner Workshops	●						●			●

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
ACCT				
VITA	VITA provides free income tax return preparation for low/ moderate income individuals, the handicapped, elderly, veterans and limited English proficient individuals. Accounting majors are trained and sponsored by the Internal Revenue Service (IRS) to participate in this program. Also VITA is the site for the Board of Equalization (BOE) free tax preparation program.	Provides our students valuable experience that can help in employment opportunities in accounting and tax firms, as well as networking opportunities with employers, sponsors, and VIPs.	2014 • 59 preparers • 930 state & federal returns • Returns filed 2/3 -- 3/28 • Refunds: Federal + State $ 587,992 2015 • 62 preparers, • 734 federal + 743 State +200 offsite returns prepared • Returns filed 2/3 – 3/28 • Refunds: Federal + State $ 816, 012 2016 • 58 preparers • 989 Federal + 982 state + 250 offsite returns prepared • Returns filed 2/1—3/25 • Refunds: Federal + State $ 823,720	3.4.52
Curricula Changes	Department Meetings to go over ACCT curricula.	Courses ACCT 202, ACCT 320, ACCT 351, ACCT 400, ACCT 495, and ACCT 352 were revised and updated.	Evaluated curricula to improve CBA teaching effectiveness in order to continue providing a high-quality educational experience.	1.1.3
Visiting Scholars	Hosted visiting scholar: Dr. Lu Junwei.	Encouraged research collaborations and networking between global business community.	Numerous business connections made between visiting scholars and department faculty.	3.2.45
Professional Development Activities	Encouraged faculty and lecturers to participate in professional development activities.	Seven faculty members participated in Harvard Case Study Workshop. And, most faculty attend the national and regional American Accounting Association conferences.	Facilitate faculty continuous commitment to research, professional development, and service and motivates lecturers to become participating faculty.	3.4.50
Accounting Internships	Offers ACCT 493, Accounting Internships as a part of curriculum.	Gives students real world accounting experience by working in public accounting or accounting divisions of private industry or governmental agencies.	Students obtained ALPFA internships summer 2016 (15), fall 2016 (8), spring 2017 (19), summer 2017 (11). BAP & AS internships spring & summer 2017 (51).	3.4.52
Professional Organizations	Encourage CBA faculty to participate in professional development activities and engage in developing good community relations.	Prof. John Lacey & Prof. Lewis Sharpstone are on the board of AICPA and CalCPA. Prof. Valenzuela is on the federal tax committee for non-profits in Washington DC.	Facilitate faculty continuous commitment to research, professional development, and service.	3.4.50
Southern California Accounting Research Forum (SCARF)	Support research colloquia and other research seminars in CBA.	Hosted the 2016 SCARF.	Brought together 32 faculty from 9 accounting programs to collaborate and discuss research initiatives.	3.2.44

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
ACCT				
Beta Alpha Psi & Accounting Society (BAP & AS)	BAP & AS are student organizations that encourage membership interaction between the business community, alumni, instructors, and fellow students, and promote the highest ethical standards.	Each semester members participates in 6-7 community service events, hosts guest speaker events twice a week, attend the "Meet The Firms" Career fair, and plan an initiation banquet for new members (where scholarships are also awarded). Every summer, members have mock interview and resume workshops, where recruiters and alumni from firms assist. Also alumni mentor students through various events such as "Big Buddy, Little Buddy."	In Fall 2015, hosted 3 community colleges and held a special meeting to introduce them to CSULB CBA. In Fall 2016, the attended the following community service events: LA Food Bank, Second Harvest Food Bank, South Bay Walk4Alz , OC Zootacular Event, 2016 Los Angeles and San Gabriel Regional Bowling Tournament with Special Olympics California, KidWorks with CSU Fullerton BAP, Beach Clean-Up, and the KPMG Literacy Day. In Spring 2017, the attended the following community service events: BDO Heart Walk 2017, Community Outreach Project (Feeding the Homeless), Long Beach Tree Planting, Beach Clean-Up, Special Olympics South Bay, and Relay for Life. In 2017, also held 2 successful panels of guest speakers at the Pointe: Women in Accounting and LGBTQ in Business.	3.4.52
Association of Latino Professionals For America (ALPFA)	The Association of Latino Professionals For America (ALPFA) CSU Long Beach chapter was founded in the summer of 2015.	Organization offers members a multitude of opportunities for both professional and personal growth.	Plan interview & resume workshops in Fall 2015 & Fall 2016. In the year 2015-16, they went to a community college to inform students of the opportunities in pursuing a career in accounting. They also visited an elementary school, volunteering to help students to stay motivated in school.	3.4.52

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
FIN				
Curricula Changes	Department Meetings to go Over FIN curricula.	Faculty and curriculum committee reps discuss bottleneck courses. Scheduling committee and Chair work to streamline course offerings. Changes made to program minor, prereqs, SCOs, and course options.	Received Dept. Student Success Award in 2015. Academic Affairs ranked FIN #5 among 80 CSULB Depts in highest graduation rates.	1.1.3
Visiting Scholars	Hosted visiting scholars: Dr. Khaled Abdou, Dr. H. Y. Park, and Dr. Sheng Ying Song.	Encouraged research collaborations and networking between global business community.	Numerous journal articles published between visiting scholars and sponsor faculty.	3.2.45
Professional Development Activities	Encouraged faculty and lecturers to participate in professional development activities.	Dr. Peter Ammermann participated in Harvard Case Study Workshop in August, 2014. Dr. Steven Le participated in Harvard Case Study Workshop in August, 2015. Dr. Cindy Chen participated in Harvard Online Case Workshop in August, 2015. Lecturer Bruce Sparks participated in Harvard Case Workshop in August, 2016.	Facilitate faculty continuous commitment to research, professional development, and service and motivates lecturers to become participating faculty.	3.4.50
SMIF	Professor Peter Ammermann has worked with students in SMIF (Student Management Investment Fund) actively managed a portfolio of $130,000 for CSULB 49er Campus Bookstore.	Student gained hands on learning experience about investing.	SMIF students and Dr. Peter Ammermann competed in Quinnipiac Global Asset Management Education (Q-GAME) held in New York on March 19-21, 2015. SMIF students won CFAOC Investment Research Challenge in Spring 2016. SMIF Director Dr. Peter Ammermann and students went to the regional and global investment research championship held in Chicago on April 13-15, 2016.	3.4.52
FIN Advisory Board	Finance Advisory Board adopted Student Engagement plan, involving student outreach and participation in FMA (Financial Management Association) events.	Dr. S. V. Le presented a topic of "Global Financial and Economic Outlook" on February 12, 2016. In Spring 2016, Board began face-to-face mentoring meetings between each Board member and FMA students. Finance Advisory Board to give presentations 4-5 times during an academic year. FMA (Financial Management Association) students will be invited to attend these presentations.	Creates networking opportunities for faculty and student career development. Strengthens community connections and provides mentorships and/or internships each year.	4.2.56
Financial Management Association (FMA)	FMA provides opportunities for students to enrich their college experiences through various events.	Hosts guest speaker series, panel of professionals, networking seminars, and more.	In Spring 2017 did outreach at the LA Food Bank, attended beach clean up, set up Mock Interview Coaching with industry professionals, and hosted guest speakers, & panel and alumni mixer event.	3.4.52

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
IS				
Curricula Changes	Department and Committee Meetings to go over IS curricula.	Major courses IS 233 and IS 300 were revised and updated to emphasize Excel knowledge and skills. Prerequisites of both undergraduate and graduate courses reviewed and updated. IS Minor requirements updated. IS graduate SCO's updated and being developed. New courses being proposed and in progress.	Evaluated undergraduate and graduate curricula to improve CBA teaching effectiveness in order to continue providing a high-quality educational experience. Conducted four workshops on updated IS 300 contents for all T/TT faculty and lecturers in Spring 2016 and Fall 2016, to integrate new changes into the classroom.	1.1.3 1.3.18 1.4.20
CBA Business Analytics Certificate	Facilitate CBA Business Analytics Certificate Proposal between IS and MKTG departments.	CBA Business Analytics Certificate proposal is in progress as of Fall 2016.	Gives students recognition, in-depth knowledge and skills in Business Analytics, and perhaps will translate into more job opportunities for students.	1.5?
MSIS	Facilitate Master of Science in Information Systems (MSIS) Proposal.	MSIS proposal being reviewed in the Chancellor's Office as of Spring 2017.	Develop new graduate program within CBA to develop and assess students' business function knowledge, critical thinking ability, and communication, ethical, interpersonal, and quantitative skills.	2.2.32
Visiting Scholars	Hosted visiting scholar from China: Dr. Lifang Fu and Dr. Yan Liu.	Encouraged research collaborations in management science and online education, and networking between global business community.	Numerous business connections made between visiting scholars and department faculty.	3.2.45
Professional Development Activities	Funded faculty participation in professional activities.	Faculty members participated in conference activities with financial support.	Facilitate faculty continuous commitment to research, professional development, and service.	3.4.50
Association for Information Systems (AIS)	Association for Information Systems (AIS) is a platform of professional and social development for Information Systems majors as well as a standard of excellence.	Holds guest lecturers, company tours, and meet-the-industry events. Coordinates workshops to strengthen the credentials of its student members and other workshops to help beginners and non-majors learn higher-level computer skills.	Participated in the Honda recall, by submitting over 60+ VINS to alert Honda of defective models, and 5 cars were eventually recalled. Hosted 3 tutoring sessions for Python IS340 courses, assisting 15 people in the process. AIS volunteered its computing resources to the Stanford University "Folding@Home" Project to help assist the fight in finding the eventual cure for cancer.	3.4.52

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
MGMT				
Curricula Changes	Curriculum is regularly discussed in Department meetings	Regular review of course descriptions, prerequisites & content with consultation of HR & OSCM Advisory Boards. Development of new course in Service Management (MGMT 456). Dr. Zanhour partnered with Prof. Ludke from Dept. of Health Care Administration to create mock interview opportunities for students. Dr. Sumpter created new student project for HRM 458 asking students to interview an immigrant from local community.	Evaluated and assessed undergraduate curricula to improve CBA teaching effectiveness.	1.1.3
Visiting Scholars	Hosted visiting scholars: Dr. Qiang Lin and Ms. Zijing Wang.	Encouraged research collaborations and networking among the global business community.	Increased global relevance of faculty research. Dr. Su has co-authored a paper with Dr. Lin.	3.2.45
Professional Development Activities	Funded faculty participation in professional activities and training, such as Academy of Management Annual Meetings, DSI, and AoM Teaching and Learning Conference.	Faculty attended Harvard Case Workshops as funds were available, most recently Dr. Zanhour, Dr.Bentley, and Dr. Chen. Tenure-track faculty attended Teacher-Scholar Professional Development Program at CBA. Department held annual Teaching Workshops to exchange best practices in teaching, class-room management and technology.	Funded all faculty requesting travel to professional conferences to present scholarly papers. Faculty maintain currency on teaching methodologies through regular workshops.	3.4.50
Short-Term Study Abroad	Department faculty Dr. Washburn, Dr. Reddy, Dr. Sumpter, Dr. Chenand Dr. Klein collaborated with faculty from Hamburg University of Applied Science in facilitating the semi-annual German-American International Business Workshop.	The content of the German-American International Business Workshops is decided based on current issues in the area of International Business, keeping the curriculum fresh and relevant. The inbound workshop in Fall is voluntary, the outbound workshop in Spring is held as a course (CBA 494 B), which is an elective for multiple CBA options.	Globalized the curriculum. By participating in outbound portion of the German-American International Business Workshop, students experience living and studying in a foreign environment. This is especially impactful for our fully-employed students that are unable to participate in a semester-long study abroad experience.	2.3.36 2.3.37
Job Shadow	In collaboration with the HRM Advisory board, HRM faculty work on creating job shadow opportunities for HRM majors and minors.	The Job Shadow program has grown substantially over the last several years. Most recently, the program is matching more than 100 students each semester with up to 16 participating employers.	The Job Shadow program creates networking opportunities and career development for our students. It strengthens connections between the Department and the community.	3.4.52
HRM Advisory Board	Engage Advisory Boards for student outreach and participation. Connects discipline faculty with industry members to inform on curriculum and research.	HRM Advisory Board: Expanded Job Shadow program to more than 100 students per semester. Supported dept. faculty to host HR Showcase, which connected current students, faculty and alumni. OSCM Advisory Board: Dr. Robinson organized annual event "Road to Supply Chain Excellence, " showcasing supply chain businesses to our students.	The advisory boards provide events and networking opportunities for our students and help our faculty keep the curriculum relevant to business. The advisory boards strengthen the connections between the University and the community.	4.2.57

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
MGMT				
Student Groups: SAM, HRMA, IBA, Delta Sigma Pi	Department faculty members Dr. Chen and Dr. Robinson serve as faculty advisor to Delta Sigma Pi. Dr. Bentley serves as faculty advisor to HRMA. Dr. Macaulay serves as faculty advisor to SAM. Dr. Robinson serves as faculty advisor to the SAM-OSCM group. Lecturer Mr. Mills serves as faculty advisor to IBA.	Student groups are very active. SAM added an Operations and Supply Chain Management sub-chapter to accommodate OSCM students. The OSCM Advisory Board provides support to the OSCM group at SAM.	Faculty advisors help student groups organize events, such as guest speakers and speaker panels. The advisory boards are active in providing support to our student groups.	3.4.52
Cannabis Symposium	Dr. Kenji Klein along with business leaders and government official presented an understanding how th emerging cannabis businesses change in California state law will play out as cannabis businesses develop into a legal market. Provided CSULB student community with access to experts, including government officials, who helped them understand what is required to ensure that the enterprises they are engaged in operate within the legal boundaries	The symposium addressed an emerging business sector that has been largely ignored by legitimate academic institutions. Important for students to understand that this business sector shares many of the characteristics and dynamics as other business sectors. It provided the opportunity for students to gain access to business people that students would be hard pressed to get access to otherwise, given the uncertainty in this particular industry.	Provided students with useful knowledge and perspectives on how to function effectively within this highly uncertain and risky emerging business sector in a way that is both legal and which makes use of the principles of business and management that are taught at business schools.	3.4.52

DEPARTMENT/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
MKTG				
Curricula Changes	Sam Min reviewed undergraduate marketing curriculum in Fall 2014 and conducted market analysis with the job market analytics by Burning Glass Technologies.	After reviewing the current undergraduate marketing curriculum of CBA and the market demand analysis, Chair Min presented the issues and directions of the undergraduate marketing curriculum to the marketing faculty on January 23 and March 13, 2015.	Due to strong demand for sales management positions, Chair Min revised the SCO for MKTG 420: Sales Management and secured an instructor to teach MKTG 420. MKTG 420 has been offered every semester since Fall 2015. Chair Min and Jennifer Osborne, Director of the Center for Students Success, also revised the student advising platform to emphasize the importance of taking MKTG 470: Marketing Research earlier. Because MKTG 470 is a method class, students should take it before taking other 400-level Marketing courses.	1.1.3
Marketing Analytics	Department GPC, Graduate Program Director, Ingrid Martin, and Sam Min, Department Chair of Marketing, reviewed all SCOs of marketing graduate courses.	As the interest and demand for marketing analytics increase, Dr. Reo Song, a new faculty in Marketing Department developed a new course titled "Seminar in Marketing Analytics." Marketing analytics increasingly plays an essential role in business decision making with heightened demand for data analysis skills in this age of Big Data.	Evaluated graduate curricula to improve CBA teaching effectiveness in order to continue providing a high-quality educational experience.	1.4.20
Visiting Scholars	Hosted visiting scholars: Dr. Jinguo Tao and Dr. Xiaoan Mei	Encouraged research collaborations and networking between global business community.	Numerous business connections made between visiting scholars and department faculty.	3.2.45
Professional Development Activities	Funded faculty participation in professional activities.	One faculty was sent to Harvard Business Case workshop every year. Marketing Department hosted Marketing Analytics Workshop in Spring 2016 for marketing faculty development	Facilitate faculty continuous commitment to research, professional development, and service.	3.4.50
MBC	Sam Min, Department chair of Marketing and Dr. Scott Flexo led developing Marketing Business Center (MBC). Small business owners are invited to participate with the MBC and students assist in planning and organization of events.	The MBC worked on real-time business projects and hosted a small local business workshop with the following business: California Manufacturing Technology Consulting, Style Lounge Beauty Salon, Office of Mayor Robert Garcia, CA State Firefighters Association, Garden Grove Crossfit, American Wine Society, Master of Science in Nursing/ Nursing and Health Systems Executive Management, Marketing Business Center, Dine LBC, Mobul , Action Library, Rugit Cleaning, Action Library Media, Starlinks Gifts and many more!	Creates networking, career development, and internships opportunities for students. Provides business communities with solutions and strategies to their marketing problems through CBA Marketing student projects.	3.4.52 4.4.68

PROGRAM/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
GP				
Curricula Changes	Review recommendations from Spring 2015 Provost's Task Force on Graduate Student Success final report.	Creating and increasing MKTG, ACCT, & HRM electives offered to MBA programs.	Improved graduate curricula to provide high-quality educational program and established connections between graduate programs.	1.2.14
Graduate Orientations	All Graduate Programs have an orientation at the beginning of each entry period.	Three new orientations will be developed for new MS programs.	Establishes key connections between graduate students, graduate programs offices, and other student support programs.	1.4.21
Post-Program Career Development	Engage graduate students in post-program career development.	All Orientations have 4 hours of career development as a way to introduce new students to CBA's Graduate Center for Career Development. Zoe Sullivan (Asst. Career Director) conducted a set of 7 Career Bites workshops designed for AMBA students in Fall 2016. Starting Fall 2017, three 1-unit Career Workshops will be integrated into the restructured AMBA program that will span three semesters (Fall, Winter, Spring).	Fosters student success post-program and prepares students for real world professions.	1.4.22
MSEM	Facilitate Master of Science in Engineering Management (MSEM) Program.	Coordinated four 500-level 100% online courses for the MSEM program which starts Fall 2017.	Develop new graduate programs within partners across the university.	2.2.35
Community Engagement Projects	Support graduate participation in community engagement projects and activities.	The SMBA 2nd year program puts on 4-6 projects per year, and Scott Flexo with the MBC does clients projects with MBA students in MKTG 500 and 665.	Encourages CBA faculty and students to participate in professional development activities and engage in developing good community relations.	3.4.53
MBA Advisory Board	Seven members on MBA Advisory Board – introduced the new AB at the Alumni Mixer on 11/12/16.	Provides guidance and support for curriculum, internships, and career management.	Strengthens our resource base and helps ensure continued excellence.	4.3.62

PROGRAM/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
MSSCM				
Curricular Changes	The MSSCM Program was launched in Fall 2014, first cohort of students was welcome in Fall 2015. Specialty graduate program, designed around in-depth knowledge and skills in Supply Chain Management, striking a balance between analytical and soft skills.	Developed capstone project (SCM 699) including related program assessment tools. Comprehensively redesigned program pathways in 2017 to accommodate student practical training opportunities. Conversion of MGMT 652 to hybrid format; Development of new graduate course in HRM (Diverse Talent Management)- first to be offered Fall 2017;	MSSCM is well recognized in the local business community. The program is gaining attention globally, especially in regions where supply chain management talent is in short supply. New hybrid graduate HRM class offers increased scheduling flexibility to our students.	1.1.3 1.4.20
MSSCM Orientation	A two-day orientation is held every August, off-site. Incoming students network, receive program-related information and brush up on needed skills. The orientation is a combined event for incoming MSSCM, Evening MBA, and MSA students.	MSSCM students attend two specialized modules - a supply chain simulation conducted by Dr. Robinson, and an Excel refresher conducted by Dr. Steimetz.	Improved graduate curricula to provide high-quality educational program and establish connection between students in different graduate programs.	1.4.21
Post-Program Career Development	Engage graduate students in post-program career development. Facilitate internships and practical training for MSSCM students.	The Graduate Programs Office has a dedicated career specialist supporting all graduate students, including MSSCM students. Career planning is integrated into the program orientation events and available to students throughout the program.	Several students in the current cohort obtained internships. Improved employer relations and improved opportunities for our graduating students.	1.4.22
OSCM Advisory Board	Advisory Board members have been supportive of our graduate students. The Board offers job-shadow events and tours to undergraduate and graduate students. In addition, several of the companies represented on the Advisory Board offer internships.	The Board provides support and input on program content and design.	Strengthened community connections and provided mentors and/or internships for students.	4.2.60
Pathways to Success in SCM	Outreach event for alumni (MSSCM and MAGL), current and prospective students. The event consists of a speaker panel from local industry.	This event was first held in 2015 to better engage alumni and provide information to attract students to the MSSCM program. Alumni from the MSSCM predecessor program MAGL (Master in Global Logistics) are also invited.	Strengthened community connections and promotion of the MSSCM program.	3.4.52 3.4.53 4.4.67 4.4.68

PROGRAM/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
MSA				
Accounting Advisory Board	Created in 2016. Members are partners from recruiting firms, CalCPA representative, faculty representatives and Presidents of the two student organizations in Accountancy.	Provides guidance and support for curriculum, internships, and career management.	Strengthens our resource base to ensure continued excellence.	4.3.63
Masters of Science in Accountancy (MSA)	The program was approved in 2014 and the first cohort of 12 students was in 2015-16 and currently the second cohort of 19 students is meeting for classes.	Provided high-quality educational and support programs, and engaged graduate students in post-program career development.	The first cohort is now actively a part of work force– 3 continued with their old jobs, 1 quit the program to take up a position with City of LA, 2 students got jobs during the program and 6 students got jobs within 6 months of completion of program.	1.4.22

COLLEGE/INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
CBADO				
Travel Funding	Provide funds to support faculty attendance at academic conferences.	For 2015-2016, $175,000 has been allocated in CBA for faculty travel. New hires have some conference travel included in their offer letters, so CBA is funding these commitments. Departments have been allocated a share of the $175,000 travel funds, and this has been used to support faculty travel to conferences to present papers. Average travel requests are actually in the $2,000 to $2,500 range.	Facilitate faculty continuous commitment to research, professional development, and service.	3.2.46
Professional Development Activities	Fund faculty attendance at teaching workshops.	Numerous faculty have attended the Harvard Business Schools case teaching workshops.	Facilitate faculty continuous commitment to research, professional development, and service.	3.3.48
Community Organization Connections	Expand and enhance connections with community organizations.	Dean Solt participates on the boards of director of Long Beach Chamber of Commerce and Regional Hispanic Chamber of Commerce. I also participated as a member of Orange County Business Council and Long Beach Green Business Council in 2015-2016.	Expands CBA networking connections and increases engagement in the community.	4.4.68
Innovation Challenge	Expand and enhance the Innovation Challenge (IC) business plan competition that is open to all CSULB students.	Provost provided funding for part-time staff support (housed in the College of Engineering), and the Deans of the Arts, Engineering, and Business used 3-units of Assigned Time to provide one faculty member each to the administration and management of IC.	28 business plans submitted, with 4 teams making the finals. This year's IC was won by a CBA team, Boxing Movement, which is mobile (via truck) approach to bring boxing (with gloves!) to senior citizen homes. Second place went to a COE team, IMPETUUM, who is developing new Virtual Reality technology that allows use of arms and hands. We are getting more faculty involved and we raised enough funding to support a second place prize for the first time.	4.4.69
Close-the-Loop Award	We offer Closing the Loop award every year since 2015.	Since then, 2 faculty members have received this award.	Creates awareness and encourages faculty to assess and improve teaching.	2.1.28
CBA Research Colloquia	CBA Dean's office offers 3 to 5 research seminars each semester.	Each department has 1 tenured/tenure track faculty to serve as the representative of that department to host a presentation at CBA's Research Colloquia.	Promotes and develops an environment to encourage interdisciplinary and the coordination of research activities.	3.2.44
CBA Alumni Database	Developing CBA alumni database.	Collaborating with CSULB's Alumni Office, we request alumni information. CBA has also created social media connections on Facebook and LinkedIn to facilitate alumni information.	Alumni data allows CBA to track graduate career progression and assess educational program success.	1.5.23

COLLEGE/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
CBADO				
Raise Funds	Since 2014, Development Director McKinney has raised $1,440,658 for CBA.	Funds raised support student scholarships, building and technology improvements, faculty professional development, and resources for our programs and centers.	Strengthen our resource base (funding and facilities) to ensure continued excellence.	4.1.54
Transfer Model Changes	Assessing curricula for California Senate Bill 1440 compatibility.	To streamline curricula for Student Transfer Achievement Reform Act (SB1440) compatibility, UPC chair is re-evaluating how GE and CBA courses work together.	Eliminating discrepancies from the requirements of Transfer Model Curriculum to CSULB 2012 GE Pattern and CBA Bachelor's Degree Lower Division Requirement.	1.3.15
SCO Template	Review and update Standard Course Outlines (SCOs) for each CBA core course.	UPC discussed whether an SCO template should be created for the college versus a department by department template for special topic and directed study courses.	Proposed college SCO template provides guidance and resources for creating and revising SCOs. It will also help SCOs to be consistent across the college.	1.3.17
Molina Entrepreneurship Series	The CBA Incubator partners with the Downtown Long Beach Alliance, Downtown Long Beach Innovation Team, CSULB College of Business Administration and Molina Healthcare to host the Molina Entrepreneurship Series.	Each set of talks in this series has guest speakers, and features discussion time, as well as time for networking. As this series works to boost entrepreneurship and innovation on campus, the topics in the Series become more and more important to our campus community.	Attracts over 100 local entrepreneurs, students, city officials, and CBA faculty to each event. Strengthens relationship with the City of Long Beach, helps boost entrepreneurship and innovation in downtown Long Beach, provides more opportunities for our students, and increases the economic vitality of the greater Long Beach community.	4.4.58 3.4.52

CENTER/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
CSS				
Early Alert (EA) Advising	EA advising identifies students not performing well in target courses (ACCT 300A/B, FIN 300, and IS 310) based on their first midterm.	Increases one-on-one advising sessions with these EA at-risk students.	Provides pro-active and intrusive advising, which leads to potential tutoring and supplemental instruction to help students succeed.	1.2.6 1.2.7 1.2.11
Automated Online Request System	Created an automated online request system in 2015 for course substitutions/equivalencies, study abroad course approvals, and special considerations.	This system has decreased response time and increased tracking ability, leading to streamlined and more accurate advising for students.	Improves advising efforts, student success, and retention.	1.2.6 1.2.7 1.2.11
In-College Tutoring	Offer In-College-Tutoring support for CBA courses that require quantitative reasoning (ACCT 202, ACCT 300A/B, FIN 300, IS 310, and STAT 118).	Our in-college tutoring support has grown in popularity, with 232 students utilizing this service.	Provides supplemental instruction to better prepare students and helps to reduce course repetition.	1.2.6 1.2.7 1.2.11
Supplemental Instruction (SI) courses	Provides 8-10 sections of SI courses for target courses such as ACCT 300A/B, FIN 300, and IS 310.	Advisors recommend SI offerings to students at academic risk.	SI support statistically increases the average GPA in offered courses and is positively correlated with lower non-completion rates.	1.2.6 1.2.7 1.2.11
Freshman Seminar Course Development	Developing a 1-unit college specific freshman seminar course designed similarly to other colleges' (COE, CNSM, and CHHS) freshman courses.	The course will highlight introductory information on business functions/practices while integrating academic information such as university policies, college specific curriculum, career exploration and campus resources.	The main mission of the course would be to aid students with a successful transition to help increase freshman attrition rates for upcoming years.	1.2.6 1.2. 10
Computer Proficiency Exam Workshops	Would provide workshops to students before they attempt the Computer Proficiency Exam.	Would reduce the number of students required to complete a 3-unit Computer Proficiency course.	Students would have a higher success rate on the Computer Proficiency Exam and would potentially save instructional funds and semester-long use of instructional resources.	1.2.6 1.2.7 1.2.11
Outreach Efforts	Provides 8 Transfer Admission Workshops a year, conducts 3 high school business program visits, a Open House for LBUSD business students, and schedules a Community College Transfer Center Directors lunch.	Ensures prospective freshmen and transfer students are well prepared through systematic outreach.	Increases percentage of fully qualified applicants to CBA programs each year.	1.2.10 1.2.11
Degree Planner Workshops	Develop workshops that are mandatory for sophomores to learn how to understand their Academic Requirements Report and the Degree Planner.	The students develop their 4 –year plan within the degree planner.	Ensures students plans are accurate for graduation, that degree requirements are met, and promotes degree completion.	1.2.6 1.2.7 1.2.11

CENTER/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
SCPD				
Business Professional Certificate (BPC)	BPC consists of professional development workshops covering business and dining etiquette, interviewing and negotiating skills, goal setting and time management, effective networking, conflict resolution, ethics in the workplace, etc.	BPC workshops help students develop non-academic professional skills and attributes valued by employers when seeking to fill early career positions. These skills and attributes, when combined with what students learn in the classroom, help students differentiate themselves from other job seekers.	16 professional development workshops are offered and students take them at their own pace knowing they are offered each semester. On average approximately 25 students attend each workshop so over the course of a semester there are 350 – 400 participants. Because these workshops are presented by industry professionals they represent a clear window into what the "real professional world" is like after graduation. Additionally, students have an opportunity to network with the presenters after the workshops which often results in valuable career connections.	1.5.24
Community Scholars (CS)	CS is where CSULB students mentor 40 - 50 inner-city high school sophomores identified by their counselors as being at risk of dropping out of their International Baccalaureate Program.	By their own examples, CSULB students persuade the high school students that college can be a reality if they make the effort to keep their grades up and stay with their program.	Hundreds of high school students have been helped through CS, motivating them to graduate and pursue higher education.	1.5.24
Junior Mentoring Program (JMP)	JMP pairs alumni that have graduated within the previous 5 years with a junior student in a mentoring relationship for a semester. The alumni help the junior student prepare for senior year, job search and graduation. 90 students will be program participants in the current academic year.	These alumni help students understand the importance joining organizations, developing leadership skills, having an internship and building a resume.	Develops the professional skills and attributes necessary for undergraduate students to achieve satisfactory progression in their careers. Also, expands alumni connections and increases engagement in the community.	1.5.24 4.4.67
Corporate Mentoring Program (CMP)	CMP is a capstone program for seniors in which we pair a mid or late career professional with a student in a mentoring relationship for an academic year.	Students are helped with career decisions, receive unbiased advice, connected with multiple business professionals, receive job shadow opportunities and receive guidance on post-graduation expectations. An important part of CMP is an intense three day leadership retreat.	Experiential learning fosters personal growth while developing teamwork, problem solving and leadership skills necessary for real world professions.	1.5.24

CENTER/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
SCPD				
SCPD Advisory Board	Advisory Board has changed how we conduct our programs, allowing us to draw more students into the programs by making the content more meaningful and available.	Advisory Board members mentor students, promoting our mentoring programs to their colleagues, and raise funds from their employers. Many of them also present our professional development workshops and facilitate internships with their employers.	Advisory Board Members are an important connection to local employers that offer internships and post-graduation jobs to CBA students. Often they have the ability to steer these opportunities towards CBA as opposed to other local colleges and universities. Board Members also provide CBA with community and alumni connections. Finally, Board Members improve the quantity and quality of SCPD services through their insights and experiences.	4.4.67
CBA Internship Program	CBA Internship Program actively sources internships and promotes them to the students through emails, flyers and website postings.	CBA students participating in internships opportunities has increased within the last 5 years.	More students are gaining valuable work experience. Intern employers can evaluate and train prospective new employees. CBA benefits because local business community experiences high quality of our students.	1.5.24 1.5.25

CENTER/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
Ukleja				
Ethics Across the Curriculum	Encourage the multidisciplinary integration of ethics into the university curriculum.	Provides $3,000 stipends for faculty members who develop a 3-hour ethics module within their courses.	Improves high-quality educational programs through curricula revision with ethics.	1.3 1.4 1.5
Student Leadership Institute	Provides ethical leadership skills to students from all academic disciplines. Through two-semester course, students have an opportunity to explore ethical issues related to business, government, education, media, healthcare, and other professional fields.	Class sessions are hosted by local businesses, whose leaders share ethical leadership challenges with the students. Site hosts include JetBlue Airways, Long Beach Memorial Medical Center, and Signal Hill Petroleum. Teamwork, community service, and networking with guest speakers are an integral part of the course.	This program enables students to discover their core values and build a strong ethical foundation upon which future decisions can be made.	1.3 1.5
Ethics at The Beach	The Ukleja Center partners with Associated Business Students Organization Council and the Student Center for Professional Development to offer an annual half-day ethics seminar for students from all academic disciplines at a nominal charge.	The workshop features interactive ethics presentations and is sponsored by Boeing, County of Los Angeles, Target, and Associated Students Inc.	Develops the professional skills and attributes necessary for undergraduate students to achieve satisfactory progression in their careers.	1.5
William Dickson Faculty Fellows	This program invites highly respected leaders to share their expertise with the campus community through a three-year teaching appointment that officially affiliates them with UCEL, CBA, and CSULB.	Each fall, a member of the Faculty Fellows cohort is invited to serve as Leader-in-Residence to engage with students, faculty, donors, and community leaders during an intensive series of ethical leadership presentations and informal discussions.	These interactions enable members of the university community to enhance their understanding of ethical leadership, discover how these concepts are used in practice, and apply them within their own lives.	1.3 1.5
Nell and John Wooden Ethics in Leadership Award	This annual award honors an individual or organization that embodies Coach John Wooden's visionary leadership, exemplary values, and ethical leadership practices.	The award is accompanied by a $10,000 check to the honoree or his/her designated nonprofit organization. As of 2013, $1,000 is also contributed to the Wooden's family foundation on an annual basis.	Promotes ethics in leadership, recognizing its application, and to honor a great couple whose lives epitomized the Ukleja Center's mission, vision, and values.	4.4
Faculty Roundtables	Each fall, the Ukleja Center invites faculty to attend a roundtable to discuss ways to enhance the teaching of ethics at CSULB and to collaborate on ethics research.	These Faculty Ethics Roundtables have also focused on providing tools to support faculty with ethics research, including an opportunity to create interdisciplinary research teams and specific apply for grants.	Facilitate faculty continuous commitment to research and research collaborations across departments, CSULB, and other universities.	3.2 3.4

CENTER/ INITIATIVE	ENGAGEMENT	INNOVATION	IMPACT	STRATEGIC PLAN #
Ukleja				
Ethics Research Grants	To augment its research pillar, the Ukleja Center offers $5,000 stipends to faculty to support original ethics research.	Increased contributions to the body of knowledge in disciplinary and interdisciplinary ethics.	Facilitate faculty continuous commitment to research, professional development, and service.	3.2
Interdisciplinary Research	This program further augments the Ukleja Center's research pillar by providing opportunities for interdisciplinary faculty research teams.	The teams collaborate on ethics research that will enhance the awareness and practice of ethical leadership in the community at large.	Encourages research collaboration across departments, CSULB, and other universities.	3.2
Living Ethics Every Day	From 2011-2016, this program was offered in partnership with the Long Beach Area Chamber of Commerce with an annual breakfast that brought the local business community together to enhance their practice of ethical leadership.	The annual Nell and John Wooden Ethics in Leadership Award was presented at this event to an audience of 300-650 community members. In 2016, a CSULB faculty was presented the award in connection with the innovative work done at the CSULB Shark Lab.	Extended the Ukleja Center's reach beyond the campus and strengthened our local business community by enhancing their awareness and practice of ethical leadership.	3.4 4.4
Community Ethics Training	To augment its community engagement pillar, the Ukleja Center is offering general and industry-specific ethics training to the community which will be led by our faculty.	Our faculty will be going out into the community to respond to requests for ethics training from a variety of business sectors. One such training, offered in partnership with the College of Continuing and Professional Education, will include a certificate program.	Connects the university with the business sector by providing a service that strengthens our community by inspiring a culture that inspires ethical practice.	3.3 3.4 4.4
Governing Council	Local business leaders serve as advisors and ambassadors for the Ukleja Center by providing strategic direction, program development, and fundraising guidance.	The Governing Council meets three times a year to support the Ukleja Center's mission, vision, values, fundraising, and program innovation.	Increases engagement of local community leaders with the Ukleja Center resulting in innovative programming and greater fundraising success.	4.1 4.4
Association of Practical and Professional Ethics	A comprehensive, international organization advancing scholarship, education, and practice in practical and professional ethics.	Through its individual and institutional members, APPE supports and trains the next generation of faculty and professionals, works to improve ethical conduct in the workplace, and to advance public dialogue on ethics and values.	Encourages collaboration between the Ukleja Center for Ethical Leadership and other university ethics centers around the world.	3.2 3.3 3.4
Funds Development	Builds relationships with individuals and organizations that support the Center's mission, vision, values, and programs.	Funds raised support collaboration with faculty, students, and the community in addition to providing resources for our programs and center.	Successful fundraising is helping to ensure continued excellence with all of the Ukleja Center's programs and activities.	4.1 4.4