



2020-2025 Strategic Plan Progress and Closing the Loop Highlights

Goal 1

Ensure the success of a diverse body of students with strong business functional knowledge, relevant real-world training, and well-developed soft skills.

Monitoring SCO compliance

The first review was completed in Spring 2022 for the following courses:

- Accountancy: ACCT 201, ACCT 300A, ACCT 480
- Business Law: BLAW 220
- Finance: FIN 300, FIN 400
- International Business: CBA 300
- Information Systems: IS 300, IS 310
- Management: MGMT 300, MGMT 425, HRM 360
- Marketing: MKTG 300, MKTG 470, MKTG 494

Benchmark similar schools for course materials

COB completed the collection of comparable Peers course materials in Spring 2022. The collection covers the following courses:

- Accountancy: ACCT 320, ACCT 470, ACCT 480
- Finance: FIN 300, FIN 350, FIN 400
- Information Systems: IS 301, IS 310, IS 380
- Management: MGMT 300, MGMT 425, HRM 360
- Marketing: MKTG 300, MKTG 470, MKTG 490

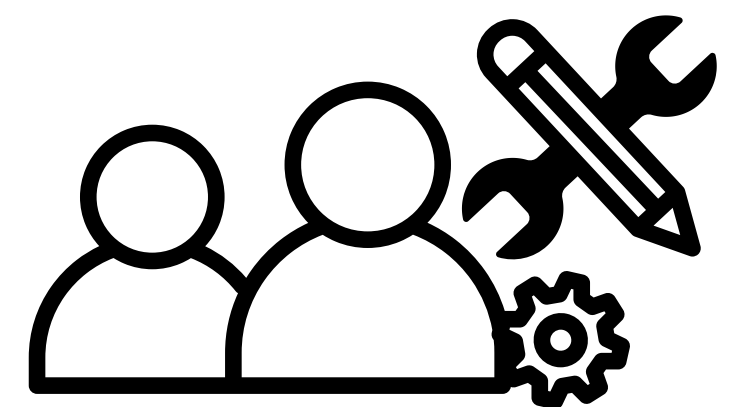
Increase participation in COB-specific job fairs

The Accountancy Department holds “Meet the Firms (MTF)” at least once every year. A total of 32, 33 and 20 firms attended 2021, 2022 and 2023 MTF events, respectively.



Increase participation in soft skills workshops

Since 2019, 134 students participated at the Business Professional Certificate workshops hosted by SCPD.





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Goal 2

Provide ongoing support for faculty research and professional development for all employees in order to successfully fulfill college mission.

Reducing teaching load for tenured faculty

- Tenured faculty members can receive university-funded Research, Scholarly, and Creativity Activity (RSCA) awards that equal 3 units of Assigned Time (AT; release from teaching) per academic year. COB has been able to offer 98 ATs since 2019: 20 in 2019-20, 19 in 2020-21, 30 in 2021-22, and 29 in 2022-23.
- Increasing enrollment in OMBA enables us to generate extra fundings to reward SA/PA tenured faculty Summer Research Stipend in 2021, 2022 and 2022.
- The summer stipend is provided during the transition, so faculty can be released from teaching too many courses during the summer.



Ongoing funding efforts

- In 2021-2022, Boeing provided \$32K for faculty support.
- Existing opportunities to support faculty include COB Honors Track, Endowed Professorships in each subject area, and Departmental research funds (annual and endowed).
- In 2020-2021, two out of eighteen solicitations focused on faculty.
- In 2021-2022, three solicitations were made.

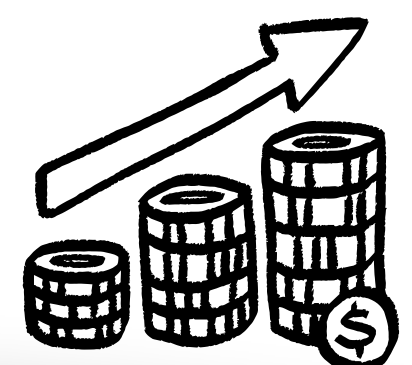


Publicize lecturer accomplishments

- The Office of Accreditation publishes their accomplishments in the Engagement, Innovation, and Impact (EII) issues.
- The College Dean gives one service award to lecturers every academic year.

Enhance staff empowerment and development

- Two new opportunities were made available in Fall 2021. First, SCPD opened its professional development workshops to staff. Second, a wellness and relaxation session was held for staff in Fall 2021.
- Opportunities to participate for the University-level workshops were provided to staff (e.g., Ethics at the Beach in Spring 2022).
- The Associate Dean for Administration conducted a survey about the number of conference participation at different offices in Spring 2022. It appears to have consistent conference participation for staff since 2019.





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Goal 3

Develop an engaged community and active alumni network that enhances the value and brand of the College of Business.

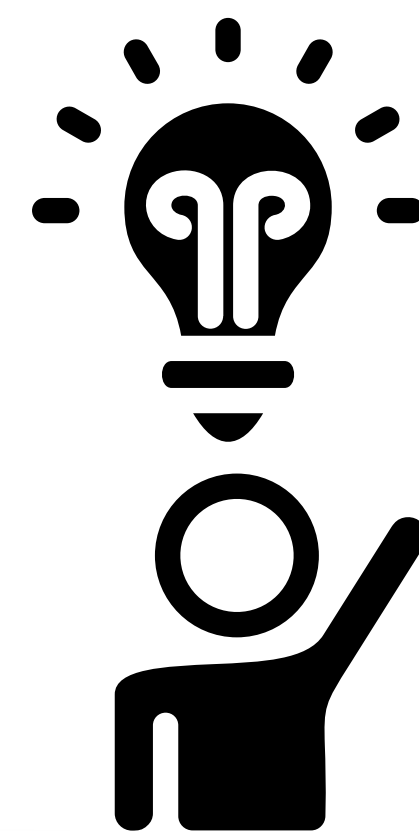
Industry professional and alumni mixer

- SCPD reported that two panel workshops compiled with industry professionals and alumni are held in fall and spring semesters. Topics remain the same each semester, including Real Talk, Grades Aren't Everything, and Good Decisions Today That Will Make Your Life Easier Tomorrow.
- SCPD offers the Junior Mentoring Program (JMP) and Corporate Mentoring Program (CMP) to connect industry experts with COB students and foster student personal growth through professional mentorships.
- The Office of Graduate Programs support the MBA Advisory Board to hold one mixer every year. The latest one was held in Spring 2022, with about 80 people attended.



Pre-Graduation student insights

- The Office of Accreditation has implemented the COB Exit Survey to gather graduate contact information since Spring 2020. The survey will be continued in future semesters.
- Since 2019, a total of 1,895 students have participated in the Exit Survey.





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Goal 4

Secure sufficient resources through effective fundraising and profitable graduate programs to supplement state funding.

Success of graduate programs

- MS Marketing Analytics and MS Information Systems both experience an unprecedented number of applications because of their STEM designations.
- MSF changed its name to MSFA and obtained STEM designation in Spring 2023.
- MS Accountancy has offered two sections for most classes to allow a larger cohort.
- Online MBA has experienced a significant growth since 2019, with three sections for most classes each semester. The Office is in the process of revising core courses. The office is also considering ways to invest in faculty teaching in the program to make further improvements.



Sufficient resources support staff retention

- Using more technology tools like PeopleSoft, Salesforce, and social media are helping our lean staff manage 8 programs effectively and efficiently.
- The Office of Graduate Programs was able to add an additional program manager, so that each manager handles two programs.

