

**Figure 2.1
School of Business
Strategic Plan Summary**

Strategic Goal 1: Marketing – Improve visibility, awareness, and stature of the School of Business.

Strategies	Timetable (Date to be Completed)
1.1 – Increase name recognition of the School of Business through strategic advertising of targeted business programs.	AY 2014 – 2015 and ongoing
1.2 – Implement promotional strategies that showcase the successes of current and former School of Business students.	AY 2014 – 2015 and ongoing
1.3 – Achieve ACBSP accreditation for the School of Business.	AY 2018-2019

Strategic Goal 2: Educational Excellence – Provide high quality programs in the School of Business that meet the current and future needs of global business professionals.

Strategies	Timetable (Date to be Completed)
2.1 – Develop new business-related degree programs in the School of Business, including new dual-degree opportunities.	AY 2014 – 2015 and ongoing
2.2 – Develop a systemic process that assesses student learning and which provides opportunities to use student learning data for program improvement in the School of Business.	AY 2017-2018 and ongoing
2.3 – Develop professional internships for students within Business School.	AY 2018-2019

Strategic Goal 3: Faculty Excellence – Maintain a body of engaged, qualified, and scholarly faculty in the School of Business.

Strategies	Timetable (Date to be Completed)
3.1 – Provide financial support for School of Business faculty participation and attendance at professional meetings/conferences.	AY 2018-2019 and ongoing
3.2 – Create research activities among School of Business faculty.	AY 2017-2018 and ongoing
3.3 – Ensure that faculty in the School of Business have access to leading-edge technology necessary to support engaged learning within and beyond the classroom.	AY 2015-2016 and ongoing
3.4 – Strengthen communication strategies between the School of Business administration and faculty.	AY 2015-2016 and ongoing

Strategic Goal 4: Global Engagement – Expand the global footprint of the School of Business.

Strategies	Timetable (Date to be Completed)
4.1 – Create new partnerships between the School of Business and community and global business groups.	AY 2015-2016 and ongoing
4.2 – Form a School of Business Advisory Council that engages global business professionals.	AY 2015-2016 and ongoing
4.3 – Develop articulations between the School of Business and other institutions.	AY 2015-2016 and ongoing
Strategic Goal 5: Revenue Generation – Develop and expand the financial resource base of the School of Business.	
Strategies	Timetable (Date to be Completed)
5.1 – Increase enrollment of motivated and talented students in the School of Business.	AY 2015-2016 and ongoing
5.2 – Improve retention of students in the School of Business.	AY 2015-2016 and ongoing
5.3 – Provide scholarships or reduced tuition in the School of Business for qualifying students.	AY 2015-2016 and ongoing