Strategic Plan Accomplishments  
(as of June 2013)

**Goal 1: Provide Quality Educational Experiences**
- Surveyed alumni, students, internship supervisors, business persons (including advisory council) to develop/refine mission, vision, objectives, strategic plan, and curricular activities that have guided other actions listed below.
- Developed 2 new concentrations, 12 new courses, 22 course revisions, 5 curricular revisions (change prerequisites for COMP250, MANG315, and MANG317; add MRKT369, add ethics as gen ed requirement).
- Moved business law and economics within department which now allows direct control of curriculum and assessment of 3 core courses, 8 major electives, 3 concentration electives.
- Developed and implemented assessment plan and 4 Program Retreats which led to 25 changes to curriculum and learning processes and closing the loop in all cases (reassessing to determine if performance changes occurred).
- Implemented 32 changes to the continuous improvement (assessment) processes since the development and implementation of strategic plan.
- Increased co-and extra-curricular activities like participation in:
  - Advisory Council (10 students)
  - Senior Reception (9 receptions, 413 students)
  - Business Etiquette Luncheon (1 luncheon, 45 participants)
  - Internships (160 students)
  - Field trips (4 trips, 163 participants)
  - ELC experiential learning activities (342 students have served 223 businesses and community groups)
  - PartnerEd (730 students and 45 partners)
  - Non-class lectures (8 evening lecturers, 679 attendees)
  - Hall of Fame Panel Discussion (2 panels, 125 participants)

**Goal 2: Recruit, Develop, and Retain Quality Faculty**
- Submit staffing requests for additional resources (4 formal requests resulted in move of business law and .5 FTE for management).
- Recognize faculty through renewal (8 faculty), promotion (2 faculty), and tenure (6 faculty) processes.
- Support professional development through release time (3 hours) and travel requests funded from operating ($17,593), TLC/FPDF ($11,147.48), and accreditation budget ($21,031).
- Developed human resources plan that includes sections on recruitment/appointment, staffing, faculty workload, orientation/mentoring, professional development, evaluation, renewal, tenure, promotion, and recognition.
- Participate in mentoring program (9 full-time faculty members have been mentored since inception of Program, 6 retained, and 1 retired after 5 years of service).

**Goal 3: Market the Program**
- Update promotional brochures with admissions each year and met with Admissions staff to discuss all Program changes.
- Moved the website into the content management system and redesigned it.
- Gave 8 presentations about the Programs in the surrounding communities.
- Launched the Business Hall of Fame which included news releases, luncheon, and the on-campus memorial of the inaugural and second annual event at which a total of 6 alumni have been inducted.
- Promoted Programs’ activities at 5 ELC and 8 Business/Accounting Advisory Council meetings.
- Delivered community workshops (5 workshops, 79 participants).
- Met with more than 50 regional business persons in the development of PartnerED and secured 25 companies to start in fall 2009 for MANG315 and MANG320.