VISION, MISSION, VALUES, AND STRATEGIC GOALS

Vision

To be recognized as an outstanding school of business and information technology education in the Sarasota-Manatee region.

Mission

To (a) provide high quality education in business and information technology with an emphasis on critical thinking in a personalized learning environment, and (b) engage in innovative research and other scholarly activities to advance the knowledge of business and information technology.

Values

- Academic excellence

- Student-centeredness

- Freedom of inquiry

- Community engagement

- Diversity and inclusion

- Global perspective

<u>Strategic Goal #1</u>

Provide high quality education in business and information technology in a personalized learning environment.

Strategy

1.1   Maintain AACSB accreditation for business programs.

1.2   Obtain ABET accreditation for the IT program.

1.3   Ensure students feel that instructors are available to students and demonstrate respect and concern for students.

1.4   Limit the size of on-campus and online sections of undergraduate business core courses and MBA courses.

1.5   Organize an annual college meeting to celebrate and give awards for excellent teaching (faculty) and excellent learning (students).

1.6   Assess student learning via exit exams.

1.7   Evaluate employer satisfaction and alumni employment success.

Measures

1.1   Maintain AACSB accreditation by 2018.

1.2   Achieve ABET accreditation by 2020.

1.3   (a)   Aim to obtain a college-wide median of 4.0 or better on a 5-point scale on items 4 and 5 of the standard student evaluation form (instructor availability and respect and concern for students).
      (b)   Obtain a median of 4.0 or better on new items such as those below on the Graduate Survey (or embed in select classes):
      - I received a good deal of individualized attention in my classes at USFSM.
      - At USFSM I was treated as a person, not just another cog in a wheel.
      - Learning at USFSM is "personalized." That is, students receive personal attention to help them learn.

1.4   Aim to keep the number of students in the undergraduate business core at 50 or less and MBA classes at 30 or less.

1.5   Document the date of the annual college meeting and who won the teaching and learning awards.

1.6 Continue using the ETS exam for business students and find a similar exam for IT students.

1.7 (a) Conduct periodic satisfaction surveys of employers of recent graduates.
(b) Survey recent graduates annually regarding their employment and salary.

Strategic Goal #2

Attract and retain quality faculty who develop quality programs that attract excellent students.

Strategy

2.1   Offer competitive salaries to promising job candidates.

2.2   Aim to maintain competitive salaries for faculty.

2.3   Aim to maintain academic program relevance and quality and make improvements as necessary.

2.4   Gradually increase the GPA undergraduate threshold required to gain admittance to the College of Business.

Measures

2.1   (a)   Perform national searches for new faculty positions and offer competitive salaries.
       (b)   Aim to offer starting salaries that are at least at the 50th percentile for new business and IT professors in their respective fields, as established by the AACSB and ABET.

2.2   Aim to set and maintain COB faculty salaries that are at least at the 50th percentile in their respective fields, as established by the AACSB and ABET.

2.3   (a)   Biannually assess program offerings and work with the Coordinator of Assessment for Institutional Research & Effectiveness to improve programs based on feedback from the faculty, students, and College Advisory Board.
       (b)   Document the content of assessment meetings, particularly regarding the nature and rationale of changes to programs and courses.

2.4   Evaluate the costs and benefits of raising the incoming GPA of undergraduate students to 3.0.

Strategic Goal #3

Teach essential skills in business and information technology, and engage students in experiential learning and critical thinking.

Strategy

3.1 Develop and assess students' skills in business and IT courses.

3.2 Ensure that the curriculum matrix for business courses cover all essential student learning outcomes required by AACSB and for IT courses by ABET.

3.3 Implement in each major learning projects with companies, institutions, and/or non-profit organizations in courses in business and IT.

3.4 Implement and assess critical thinking in business and IT courses (in collaboration with the campus QEP Committee).

3.5 Invite students to attend sessions of Rick's Research Café.

Measures

3.1 Achieve median student scores above 80% on all embedded skill assessments.

3.2 (a) Annually confirm coverage of student outcomes using the curriculum matrix.
    (b) Meet AACSB and ABET requirements regarding learning outcomes.

3.3 Include experiential learning projects in at least 50% of COB courses (for example, including projects with external organizations, business simulations, case studies, and other business projects).

3.4 (a) Teach critical thinking as applied to business topics in all COB courses.
    (b) Include projects requiring and assessing critical thinking in at least 50% of COB courses; document in which courses these projects are assigned.

3.5 Document the number of students attending Rick's Research Café.

Strategic Goal #4

Encourage and support faculty intellectual contributions and innovative research to enhance teaching effectiveness and advance the knowledge of business and information technology.

Strategy

4.1   Organize an annual college meeting to celebrate and give awards to faculty for their excellent research and intellectual contributions.

4.2   Encourage and support faculty participation at academic, professional, or practitioner conferences (perhaps even if not presenting).

4.3   Encourage the introduction of faculty research into more COB courses.

4.4   Take citation counts into account when conducting performance appraisals.

4.5   Encourage COB faculty participation as presenters and participants in Rick's Research Café.

4.6   Provide meaningful rewards for journal publications.

4.7   Provide opportunities for faculty professional development and growth.

Measures

4.1   Document the date of the annual college meeting and the winner of the award for excellent intellectual contributions.

4.2   Pay for expenses incurred for attending at least one conference annually for all faculty wishing to attend a conference.

4.3   (a) Include faculty research in at least 50% of courses taught by tenured or tenure-track faculty.
(b) Document the number of courses in which faculty research is used.

4.4   (a) Require that tenured and tenure-track faculty record the Google Scholar number of annual and total citations in submitted performance appraisal materials.
(b) The Dean comments on annual and total citations in appraisal feedback and takes these numbers into account when rating faculty.

4.5   (a) Have at least three COB faculty present in Rick's Research Café during Fall and Spring semesters.
(b) Send emails to all COB faculty within one week of each presentation, requesting their attendance.

(c) Have the colleges share the cost of simple snacks and beverages for each presentation.

4.6   Where possible, provide cash bonuses, course reductions, or other meaningful rewards for journal publications.

4.7   Where needed, provide assistance for development and growth with respect to research and teaching. Examples for research include support for data collection, entry, analysis, editorial support, and attending workshops to learn new research-relevant skills. Examples for teaching include the provision of training for enhancing teaching effectiveness or support for attending such training outside the college.

Strategic Goal #5

Support faculty and student engagement and service to the business and professional communities.

Strategy

5.1 Encourage faculty to actively participate in establishing a relationship with the regional business community.

5.2 Better connect students with potential employers.

5.3 Increase number of faculty and student professional activities.

5.4 Organize an annual college meeting to celebrate and give awards to faculty for their excellent service.

Measures

5.1 Have at least 50% percent of faculty invite business leaders to present in a class, present at business meetings or service clubs, or consult with businesses.

5.2 (a) Conduct an annual event where at least three companies in the region talk to undergraduate students about college graduate employment opportunities in their company.
(b) Collect ratings by attendees and company representatives of the usefulness of the annual event.

5.3 (a) Have at least one faculty member from each discipline annually participate in a regional, national or international professional activity.
(b) Encourage students, including online students, to participate in professional groups (e.g., Beta Gamma Sigma) and activities (e.g., the Annual Student Research Showcase).

5.4 Document date of the annual college meeting and the winner of the award for excellent service.

Strategic Goal #6

Value diversity and inclusion among students and faculty.

Strategy

6.1   Monitor relevant diversity characteristics of our students and, at least annually, compare the corresponding data to those of our feeder and other regional schools. Discuss any changes that have occurred and why they have occurred.

6.2   Monitor the relevant diversity characteristics of our faculty and, at least annually, discuss any changes that have occurred and why they have occurred.

6.3   Encourage the development of skills related to effectively communicating and working with diverse types of people.

6.4   Encourage students to form and participate in groups related to their business interests (e.g., women in management).

Measures

6.1   (a) Record and examine relevant diversity characteristics of students.
(b) Conduct an annual meeting discussing changes in relevant diversity characteristics of students and faculty.

6.2   (a) Record and examine relevant diversity characteristics of faculty.
(b) Conduct an annual meeting discussing changes of students and faculty.

6.3   Document the number of faculty and students attending diversity workshops or events. Then increase that number by 20% in two years. Examples of workshops and events are diversity modules on the USF HR website, SHRM offerings, and sponsoring guest speakers such as organizational diversity officers.

6.4   Document the number and names of relevant new student groups.

Strategic Goal #7

Promote learning of global and international issues and perspectives in our courses.

> *Strategy*
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> 7.1   Develop students' knowledge of global and international issues in our courses.
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> 7.2   Facilitate and encourage student participation in study abroad programs.
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> *Measures*
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> 7.1   (a) Include global and international topics in at least three COB classes.
>   (b) Achieve median MFT-ETS scores at the 50th percentile or greater.
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> 7.2   Document the number of business students who participate in study abroad programs and then increase this number by 20% in two years.

Strategic Goal #8

Raise funds to support the various activities that help achieve the other strategic goals.

Strategy

8.1 Raise $100,000 for COB by 2020 by, for example:

   (a) Encouraging faculty to develop and offer short courses to local professionals and executives, with part of the funds going to the college.

   (b) Encouraging faculty to engage in consulting engagements and consider donating a part of consulting fees to the college, particularly if the engagement was made possible through affiliation through USFSM.

   (c) Attracting certain sectors of the business community (e.g., regional accounting firms) to COB courses, with part of the tuition going to the COB.

8.2 Solicit alumni to fund an endowed chair and/or endowed professor.

Measures

8.1 Track the amount of money raised.

   (a) Develop and offer several short courses by the end of 2018.

   (b) Receive donations from consulting fees from several faculty by the end of 2017.

   (c) Document the number of new students from the identified sectors and the financial benefit to the COB.

8.2 Create and fund an endowed chair by the end of 2019.