



College of Business
Louisiana Tech University

AACSB Accreditation Maintenance
Annual Report for 2007 – 2008

Dr. James R. Lumpkin, Dean

PROGRESS OVER THE 2007 – 2008 ACADEMIC YEAR ON STRATEGIC GOALS

The College of Business revised the Strategic Charter and Strategic Plan for the 2007 – 2012 period during the 2007-2008 academic year. A revised mission and five-year Strategic Plan were adopted following the established College process which involved internal and external stakeholders.

The Strategic Plan includes four Strategic Goals:

1. Develop mutually beneficial partnerships
2. Develop initiatives/activities that enhance the reputation of the College
3. Improve student enrollment and student success
4. Develop programs that create meaningful learning experiences and create an advantage for the College

Each of the overarching Strategic Goals has specific goals which are directly related to one or more key elements of the mission. Progress made in each of the Strategic Goal areas is reported below.

1. Develop mutually beneficial partnerships

- *Enhance relationship with the Center for Entrepreneurship and Information Technology (CEnIT) and College of Engineering and Science*
 - The entrepreneurship program was revised to include new courses that mirrored the team project courses offered in Engineering. College of Business students team with engineering students to develop new products and the corresponding business plans. These business plans are entered in the CEnIT's "Top Dawg" business plan competition. The new program was launched in Fall 2008.
 - These new entrepreneurship courses, along with other courses, were combined into a new MBA concentration in Innovation.
 - To support the College's emphasis on innovation, the College and CEnIT co-sponsored a research grant program beginning in Spring 2007. Three grants totaling \$10,225 were awarded to faculty and/or doctoral students to support research in innovation. The grant program is on-going.
 - Final design plans have been submitted to the State of Louisiana for the renovation of the "Visual Arts Building" (adjacent to the College of Business) to house CEnIT, team meeting rooms for students, and office space for our doctoral students. The final funding for the renovation is pending. The building will be named the Center for Entrepreneurship and Innovation.

- *Establish College as a National Center of Excellence in Information Assurance*
 - The Center for Information Assurance was established and external funding secured. It was approved by the Board of Supervisors for an initial one-year period. This research center is a requirement for National Security Administration certification. The NSA certification process was initiated and will be on-going.
- 2. Develop initiatives/activities that enhance the reputation of the College**
 - *Increase the marketing of the College to internal and external constituencies*
 - The College website was revised with a new template, as well as a new focus on new academic programs, graduate programs, and faculty research. All print media for the College were revised with a common template that is complementary with the website. The materials now provide a consistent branding of the College and subunits within the College.
 - A Director of Marketing and Communications was hired, and a marketing plan for the College is being developed.
 - *Enhance the doctoral program*
 - Pending renovation of the Center for Entrepreneurship and Innovation building, the current doctoral student offices in Wyly Tower were renovated and additional offices obtained. The expanded space allows doctoral students working on their dissertation to have private offices, while third-year students share an office and first and second-year students have individual cubicles in a converted classroom. The cubicles are modular in nature and were provided with external funds dedicated to support the doctoral program.
 - In addition to renovated office space, the doctoral seminar room on the 11th floor was renovated with paint, seating, and technology. An additional seminar room was made available in the Business Building.
 - Permanent funding was secured from the University to support the doctoral program at a consistent size of 30 students.
 - In Fall 2007 a new doctoral seminar was initiated to focus on teaching preparation. The seminar is jointly taught by doctoral faculty and is designed to develop teaching skills that complement their research skills. In conjunction with the new teaching seminar, departments are assigning a teaching mentor to each doctoral student.
 - A program to have noted scholars make presentations to doctoral students was begun in Fall 2007 and is on-going. This year eight presentations were made.

3. Improve student enrollment and student success

- *Improve student recruiting*
 - A graduate assistant was hired as a Student Success Specialist. The Specialist provides the link between prospective students, and their families, and the faculty in business. She serves as the liaison to the University's Enrollment Management division, and she assisted in the development of a College of Business' recruiting plan.
 - The Student Success Specialist was instrumental in initiating the Student Ambassador program in the College of Business.
 - A new recruiting brochure was developed from the University's Viewbook (Tech recruiting brochure) for use in the College.
 - A comprehensive recruiting/retention plan is being implemented and evolving at the same time.

4. Develop programs that create meaningful learning experiences

- *Create new academic programs for new students and/or new markets*
 - A new Graduate Certificate program in Information Assurance was approved by the Board of Regents and became effective Spring, 2008. A concentration in Information Assurance was added to the MBA program as well.
 - In conjunction with the Graduate Certificate program, four courses in Information Assurance were developed for undergraduates, as well as at the graduate-level.
 - As noted above, a concentration in Innovation was developed for implementation in the MBA program beginning in Fall 2007.
 - A minor in Sports Marketing was approved effective Spring 2008. This minor serves students outside the College of Business and is not available for Business majors.

INITIATIVES FOR 2008-2009

The following strategic objectives are expected to be of primary importance in the 2008-2009 academic year.

- Final approval of the Center for Entrepreneurship and Innovation building renovation.
- New Business building design.
- Permanent approval of the Center for Information Assurance.
- Creating the Center for Executive and Professional Development and initiating programs.
- Establishing a full-time Student Services staff member to focus on enrollment management.
- Develop and initiate programs in Shreveport/Bossier (MPA and EMBA).
- Develop distance education program.
- Create new majors in Supply Chain Management and Sports Marketing.