



**College of Business**  
**Louisiana Tech University**

**AACSB Accreditation Maintenance**  
**Annual Report for 2008 – 2009**

**Dr. James R. Lumpkin, Dean**

## PROGRESS OVER THE 2008 – 2009 ACADEMIC YEAR ON STRATEGIC GOALS

The College of Business Strategic Plan for the 2007 – 2012 period was evaluated by the Strategic Planning Committee during the 2008-2009 academic year following the established College process. Only minor, non-substantive revisions were made. The major Strategic Goals continued to be the focus for 2008-2009.

The Strategic Plan's four Strategic Goals are:

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 during 2008-2009 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*
  - To support the College's emphasis on innovation, the College and CEnIT co-sponsors a research grant program. The grant program is on-going with grants awarded to faculty and doctoral students to support research in innovation.
  - The renovation of the "Visual Arts Building" for the Center for Entrepreneurship and Innovation was funded and the renovation begun. The new Center will house CEnIT, team meeting rooms for students, and office space for our doctoral students.
- *Establish College as a National Center of Excellence in Information Assurance*
  - The Center for Information Assurance was granted continuing (permanent) approval by the Board of Supervisors.

- National Security Administration 4011 certification was received for the Information Assurance courses. Steps to obtain the NSA Center of Excellence designation are on-going.
- *Establish Center for Executive and Professional Development (CEPD)*
  - The CEPD was approved as a for-profit Center in the College.
  - The first CEPD program was the Disney Institute's *Keys to Excellence* program held in the Shreveport Convention Center.
  - A partnership was established with Growing By Design of Richardson, Texas to deliver executive education programs in Shreveport and Ruston.
  - CEPD/Growing By Design programs received continuing education credit certification.
- *Secure agreement to become the home office for the Academy of Marketing Science*
  - Secured a five-year contract to serve as the AMS home office.
  - Hired a Director of Marketing and Communications for AMS.

## **2. Develop initiatives/activities that enhance the reputation of the College**

- *Enhance the doctoral program*
  - Pending renovation of the Center for Entrepreneurship and Innovation building, additional doctoral student space in Wylie Tower was renovated with new furniture. Additional offices obtained in 2007-2008 were return to faculty use after faculty offices in another building were damaged by rains from a hurricane. Three offices in the Business building were made available for doctoral students to make up for the lost offices.
  - In addition to renovated office space, a new graduate student lounge and study area is being created in the Business building. It will serve both doctoral and MBA students with meeting and study space.
  - A program to have noted scholars make presentations to doctoral students was begun in Fall 2007 and is on-going.
- Secure external funding for new Business Building. The capital campaign continued in the quiet phase and several significant gifts and commitments were obtained.

## **3. Improve student enrollment and student success**

- *Improve student recruiting*
  - The Student Success Specialist position was eliminated and approval and funding secured for an Assistant Dean for Student Services position. The position was filled in January 2009. The Assistant Dean has responsibility for all student-related activities in the

College and 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 has developed and implemented a College of Business' recruiting and retention plan.

- The concept of a College of Business Placement office to work with the University Placement office was approved by the Director of University Placement. The concept was jointly presented to the College Advisory Board and a sub-committee provided feedback on the structure and activities. A significant external gift was secured to initiate the Placement office and space for the office was designed into the new Business Building.

#### **4. Develop programs that create meaningful learning experiences**

- *Create new academic programs for new students and/or new markets*
  - A new major in Sustainable Supply Chain Management was developed and approvals obtained on campus and at the Board of Supervisors. Board of Regent's approval is pending.
- *Develop programs to be delivered in Shreveport/Bossier*
  - The Masters of Professional Accountancy program was initiated in partnership with KPMG in downtown Shreveport.
  - A new Executive MBA was developed and approved by the Board of Regents. The first cohort began classes in January 2009 in Louisiana Tech's Technology Transfer Center in Shreveport. Recruiting is underway for a second cohort in Monroe in partnership with University of Louisiana at Monroe (ULM). ULM faculty will teach several courses in the program. The ULM faculty have been approved for adjunct graduate faculty status in the College of Business. Classes will be held at CenturyLink's corporate headquarters.
- *Develop distance learning courses to generate new students and/or support existing curricula*
  - Distance learning courses have been developed for the MBA foundation, MBA core, and Information Assurance courses using the MediaSite solution. In addition, all EMBA classes are captured to support that program. In addition to the resources available from the University, a graduate assistant is assigned to support College of Business faculty delivering a distance learning course.

## INITIATIVES FOR 2009-2010

The strategic objectives of primary focus from 2008-2009 were all completed. The following strategic objectives are expected to be of primary importance in the 2009-2010 academic year.

- Development of more programs through CEPD and hiring staff to grow the Center.
- Securing additional grants through the Center for Information Assurance and working toward additional NSA certifications.
- Fund raising for the new Business Building.
- Initiating the Monroe EMBA cohort.
- Securing final approval for the Sustainable Supply Chain Management degree.