

**COLLEGE OF BUSINESS  
STRATEGIC PLAN  
2007-2012**

**MISSION**

Our mission—indeed, our passion—is the continuing advancement of the quality and relevance of our teaching and research, and of our relations with constituents. We seek to fulfill these aspirations through discovering new knowledge, creating meaningful learning experiences, preparing our students for successful professional careers, developing mutually beneficial partnerships, and *Building Distinction* by enhancing the reputation of the College.

The College of Business Mission encompasses a number of key elements which guide the College's Strategic Plan:

Key Elements of Mission

1. Advancement of the quality and relevance of our teaching and research
2. Discovery of new knowledge
3. Creation of meaningful learning experiences
4. Preparation of students for successful professional careers
5. Development of mutually beneficial partnerships
6. *Building Distinction* by enhancing the College's reputation and relations with constituencies.

**STRATEGIC GOALS**

	Relevant Mission Key Elements
<b>1. Develop mutually beneficial partnerships</b>	
1.1 Enhance relationship with CEnIT and College of Engineering and Sciences	1,2,3,4,5,6
1.1.1 Implement a graduate concentration in Innovation ( <i>completed '07-'08</i> )	
1.1.2 Establish a grant program to support innovation research ( <i>initiated '07-'08/ongoing</i> )	
1.1.3 Renovate Visual Arts Building (VAB) as innovation center, housing CEnIT as well as Business & Engineering faculty & doctoral students ( <i>initiated '08-'09</i> )	

- 1.2 Establish College as National Center of Excellence in Information Assurance 1,2,3,5,6
    - 1.2.1 Create Center for Information Assurance (*initial approval received '07-'08; continuing approval received '08-'09*)
    - 1.2.2 Secure National Security Agency certification for Information Assurance courses (**completed '08-'09**)
  - 1.3 Partner with companies in Research Park 1,2,3,4,5,6
    - 1.3.1 Develop internships & opportunities for experiential learning (business planning) with start-up companies
    - 1.3.2 Develop faculty consulting opportunities with start-up businesses
  - 1.4 Establish Center for Executive and Professional Development (CEPD) 5,6  
to deliver non-credit executive training
    - 1.4.1 Initiate relationships with organizations to deliver training programs through CEPD (**initiated '08-'09/ongoing**)
    - 1.4.2 Develop and certify programs for Continuing Professional Education Credit (**completed '08-'09**)
    - 1.4.3 Hire permanent staff for CEPD
  - 1.5 Secure agreement to become home office for Academy of Marketing Science (*completed '07-'08*) 5,6
- 2. Develop initiatives/activities that enhance the reputation of the College**
- 2.1 Increase the marketing of the College to internal and external constituencies 5,6
    - 2.1.1 Create consistent branding for the College through a common look for all external communications (*initiated '07-'08/ongoing*)
    - 2.1.2 Hire a Director of Marketing and Communications (**completed '07-'08**)
    - 2.1.3 Establish a College of Business *Annual Report* for alumni, business community, and academic community
    - 2.1.4 Develop a marketing plan for the College
    - 2.1.5 Increase awareness of faculty research (*initiated '07-'08/ongoing*)
      - 2.1.5.1 Promote faculty publications on college website (*initiated '07-'08/ongoing*)

- 2.1.5.2 Include vita on faculty page of College website (*initiated '07-'08/ongoing*)
- 2.2 Enhance the doctoral program 1,2,3,4,6
  - 2.2.1 Seek approval to change designation from DBA to PhD
  - 2.2.2 Improve recruiting and retention of quality doctoral students
    - 2.2.2.1 Improve doctoral student office facilities (*initiated '07-'08/ongoing*)
    - 2.2.2.2 Create additional seminar classrooms (*completed '07-'08*)
    - 2.2.2.3 Update existing seminar classrooms (*completed '07-'08*)
    - 2.2.2.4 Increase doctoral stipends, research and travel support and offer tuition waivers
  - 2.2.3 Secure permanent funding to support consistent program size (*completed '07-'08*)
  - 2.2.4 Introduce teaching preparation course for DBA students (*completed '07-'08*)
  - 2.2.5 Mentor DBA students in teaching (assign teaching mentors) (*initiated '07-'08/ongoing*)
- 2.3 Secure external funding to expand new business building beyond size funded by state allocation (*initiated '07-'08/ongoing*) 3,4,5,6
- 2.4 Enhance the quality of research among faculty and doctoral students 1,2,4,6
  - 2.4.1 Increase the summer research support stipends for the faculty
  - 2.4.2 Bring noted scholars to the College to share expertise with faculty and doctoral students (*initiated '07-'08/ongoing*)

### 3. Improve student enrollment and student success

- 3.1 Improve student recruiting 5,6
  - 3.1.1 Hire a Student Success Specialist as liaison to University Enrollment Management (*completed '07-'08; converted to Assistant Dean position '08-'09*)
  - 3.1.2 Develop an enrollment management plan (*completed '07-'08/ongoing*)
  - 3.1.3 Develop a recruiting brochure for College in concert with the University View Book (*completed '07-'08/ongoing*)
  - 3.1.4 Utilize the web to promote joint career programs and other perceived strategic advantages

3.2	Initiate central advising in the College	3,4,6
3.3	Create a College Placement office to work with University Placement	4
3.4	Provide teaching improvement opportunities	1,3,4,6
<b>4.</b>	<b>Develop programs that create meaningful learning experiences and create an advantage for the College</b>	
4.1	Create new academic programs for new students and/or new markets	1,3,4,6
4.1.1	MBA and Graduate Certificate in Information Assurance for the Cyberspace Command ( <i>completed '07-'08</i> )	
4.1.2	MBA in Innovation (with CEnIT and Engineering) ( <i>completed '07-'08</i> )	
4.1.3	Major or Minor in Sports Marketing ( <i>Minor completed '07-'08</i> )	
4.1.4	Major in Supply Chain Management ( <b>initiated '08-'09; waiting on BOR approval</b> )	
<b>4.1.5</b>	<b>Fast-track program for MBA foundation courses (initiated via Mediasite '08-'09/ongoing)</b>	
4.2	Develop programs to be delivered in Shreveport/Bossier	1,3,4,6
4.2.1	Masters of Professional Accountancy ( <b>completed '08-'09/ongoing</b> )	
4.2.2	Executive MBA ( <b>completed '08-'09/ongoing</b> )	
4.3	Develop distance learning courses to generate new students and/or support existing curricula	3,5,6
4.3.1	MBA foundation courses ( <b>initiated '08-'09/ongoing</b> )	
4.3.2	Information Assurance Certificate ( <b>initiated '08-'09/ongoing</b> )	
4.3.3	Consider undergraduate and MBA core courses ( <b>initiated '08-'09/ongoing</b> )	

**ASSUMPTIONS UPON WHICH THE STRATEGIC PLAN IS BASED:**

1. As part of Louisiana Tech, the College of Business will remain dedicated to advancing the University's Mission.

2. Enhanced assessment and accountability practices will continue to be required by accrediting agencies, government entities, and other stakeholders.
3. Excellence in instruction and scholarship will remain primary commitments of the College, with instruction and scholarship being recognized as mutually supportive.
4. Student enrollment in the College will remain relatively stable (baseline: Fall 2007).
5. Technological changes, the globalization of the business environment, and demand for lifelong learning will continue and intensify.
6. The College will explore and implement as appropriate technologies that will enhance student instruction and learning.
7. A mutually beneficial two-way exchange of knowledge and ideas between the College of Business faculty and students and the business community will be recognized as valuable by all parties.
8. A large number of the College's alumni will be supportive in a variety of ways.
9. Given the current national market for business faculty, the recruitment and retention of faculty members will remain challenging.
10. Increases in the University's selective-admissions standards at the undergraduate level and continued University emphases on graduate studies and research will result in the admission of students with increasingly stronger academic qualifications.
11. Shifts in state demographics caused by Hurricanes Katrina and Rita, along with projected decreases in the number of graduates of Louisiana secondary schools, will require more emphasis on recruiting and retention of matriculates, as well as a focus on recruiting out-of-state students.
12. Funding for the College will be adequate to maintain faculty, staff, and graduate/teaching-assistant positions at the level necessary to support student enrollment; to maintain physical facilities; to support basic program needs and meet student demand; and to ensure currency of technological infrastructure.
13. External funding will be used to enhance programs and activities and will not supplant university budget allocations to the College.
14. Faculty will increase efforts to procure external funding for discipline-based scholarship and learning/pedagogical research.

15. Increases in external financial support from stakeholders will be critical for the College to achieve its goals.