

STRATEGIC PLANNING POLICIES

College of Business

Louisiana Tech University

The College of Business (CoB) is mission driven. Our vision statement articulates our view toward the future. Our mission and strategic plan direct the decision making for the College. In order to assure the mission and strategic planning documents are current and are congruent with the plans for Louisiana Tech University, we periodically evaluate our mission and obtain input from a variety of stakeholders.

Strategic Planning Process

Because higher education and the business environment are not static, the vision and mission statements for the College of Business will be reviewed periodically or following any changes in the University Mission Statement. The review process will begin with internal stakeholders and be expanded to external stakeholders. The vision and mission statements will be evaluated by the Strategic Planning Committee of the College. Changes/modifications will be presented at a hearing for College faculty. The vision and mission will be modified based on the input. The vision and mission statements will then be presented the CoB Advisory Board for review and comment. After input from the Board is considered and incorporated as is appropriate, the statements will be voted upon by all continuing faculty.

A new Strategic Plan will be developed every five years with the review process following the same format as that for the vision and mission statements for the College.

The Chair of the University Strategic Planning task Force (Executive Vice President of Louisiana Tech University) examines the colleges' strategic planning documents to assure that the vision, mission and Strategic Plan are congruent with the University's mission and strategic planning process. In addition, these documents are reviewed by the Louisiana Tech University Strategic Planning Task Force which forwards the documents to the Financial Planning task Force and the Administrative and Planning Council for final approval.

Once the Strategic Plan is implemented, the Strategic Plan objectives and tactics will be reviewed and updated annually. Again, this review will be initiated at the College-level and followed by reviews/updates from external stakeholders as appropriate.

Strategic Planning Committee

The CoB Strategic Planning Committee is composed of faculty who represent the academic units within the College of Business, the president of the Business Students Association, and the Director of External Relations. The Dean will serve as either chair or co-chair of the committee, CoB Advisory Board members provide feedback on the Vision and Mission and Strategic Plan and are kept informed of the progress made by the College in relation to strategic planning priorities.