College of Business

"Experience Learning, Experience Success."

Vision

To be the educational destination of choice for students seeking an extraordinary, career-oriented educational experience and enduring professional success.

Mission

- Our primary responsibility is to prepare our diverse student population for a lifetime of professional success and personal fulfillment. We drive results through a caring approach to individual development emphasizing critical thinking, experiential learning, social consciousness, and a global perspective.
- We are also committed to our faculty and staff. We forge a nurturing environment, which respects the individual, stimulates professional growth, and offers a sense of community.
- We contribute economic and academic vitality as a responsibility to our communities and disciplines and to society.
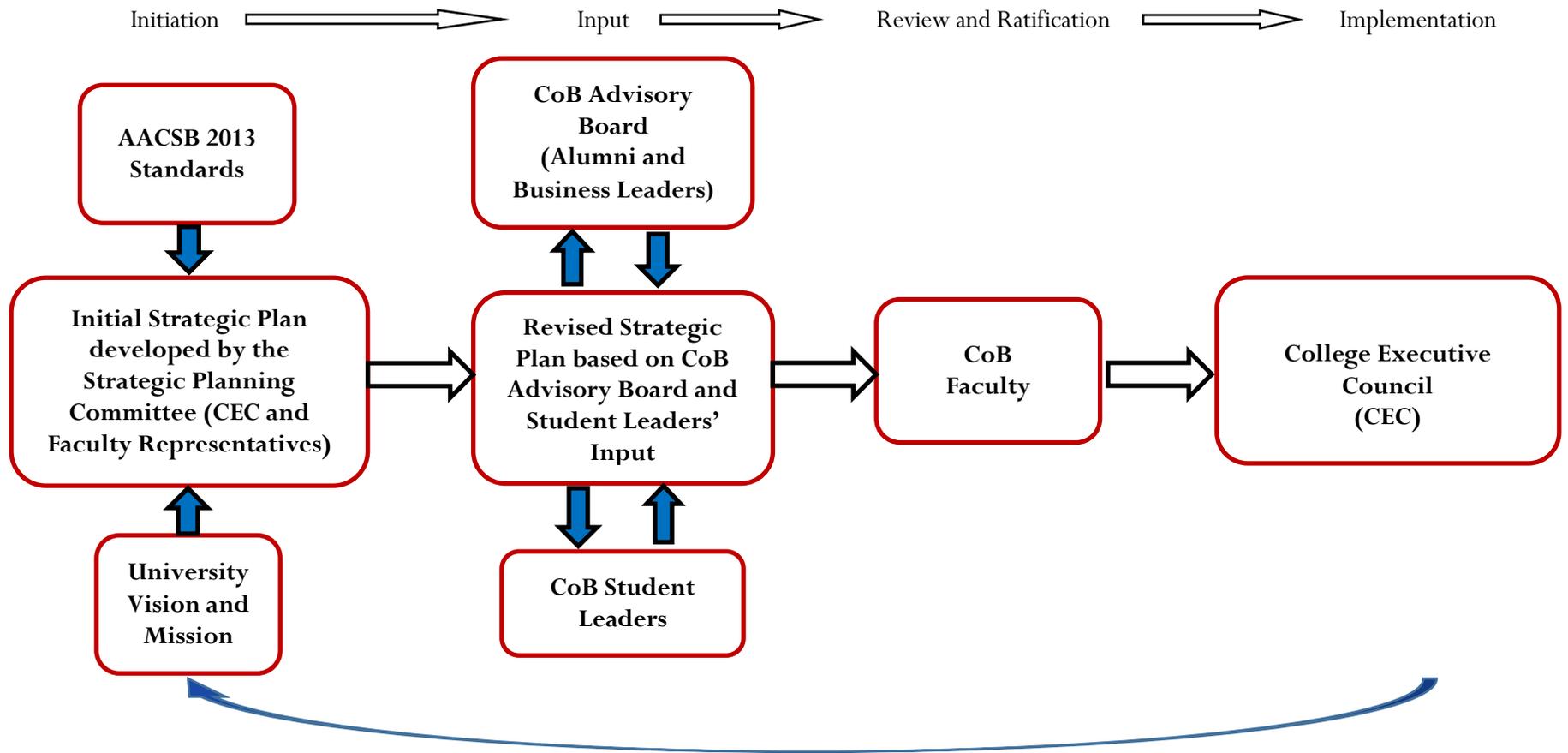
INTEGRITY

CITIZENSHIP

INQUIRY

PROFESSIONALISM

INNOVATION

Frostburg State University

College of Business Strategic Planning Process

The initial Strategic Plan of the College of Business is developed by the Strategic Planning Committee based on the AACSB 2013 Standards and the University (FSU) strategic plan. It is forwarded to the College's Advisory Board and student leaders for initial review and input. After consideration of the feedback received from the Advisory Board and the student leaders, the Strategic Planning Committee presents the revised Plan to the CoB faculty body for review and ratification. The finalized Strategic Plan is implemented by the CEC. Overall, the process involves four stages, shown below, and is designed to be continual.

Initiation ⟹ Input ⟹ Review and Ratification ⟹ Implementation

AACSB 2013 Standards

CoB Advisory Board (Alumni and Business Leaders)

Initial Strategic Plan developed by the Strategic Planning Committee (CEC and Faculty Representatives)

Revised Strategic Plan based on CoB Advisory Board and Student Leaders' Input

CoB Faculty

College Executive Council (CEC)

University Vision and Mission

CoB Student Leaders

College of Business
"Experience Learning, Experience Success."

VISION: The College of Business will be the educational destination of choice for students seeking an extraordinary, career-oriented educational experience and enduring professional success.

MISSION

- Our primary responsibility is to prepare our diverse student population for a lifetime of professional success and personal fulfillment. We drive results through a caring approach to individual development emphasizing critical thinking, experiential learning, social consciousness, and a global perspective.

- We are also committed to our faculty and staff. We forge a nurturing environment, which respects the individual, stimulates professional growth, and offers a sense of community.

- We contribute economic and academic vitality as a responsibility to our communities and disciplines and to society.

CORE VALUES

Integrity- is to engender trust by displaying principled behavior, demonstrating responsible stewardship of resources entrusted to one, and being ethical in all one says and does.

Citizenship - is to have a deep stake in the well-being of the community, and, therefore, an obligation to stay informed, to make positive contributions, and to be of service to all within the College, University, and Community at large.

Inquiry- is an abiding commitment to intellectual curiosity about oneself and the world around that entails critical thinking and personal responsibility for one's own learning and professional development.

Professionalism - is characterized by unyielding dedication to excellence in all that one does, to be respectful to all, to be an engaged team player, and to be accountable for one's choices and actions.

Innovation – is a pioneering quest for novel and creative mechanisms to effect continuous improvement in one's environment and to embrace change in the service of personal and organizational growth.

College of Business Goals

I. Create and deliver superior academic programs that prepare students for professional success and personal fulfillment.

II. Attract, develop, retain, and place high-quality students.

III. Recruit, develop, and retain diverse and highly qualified faculty and staff who advance the mission and vision of the College.

IV. Facilitate intellectual collaboration with academic, business, and governmental communities.

Action Priorities

GOAL I: Create and deliver superior academic programs that prepare students for professional success and personal fulfillment.

A. *Deliver programs and institute partnerships to enrich the College of Business curriculum and boost enrollment.*

1. Assess current programs and introduce new concentrations and appropriate certificate programs in the undergraduate and MBA programs in emergent fields such as Business Analytics, Health Care Management, Digital Marketing, Supply Chain Management/Logistics, and Management.
2. Assess and improve the 7-week delivery model in the MBA Program.
3. Implement the collaborative program with Hunan University of Commerce (HUC), China, leading to enrolled students earning a BS degree in Economics with a minor in Finance.
4. Establish at least one new relationship with international education partners and nurture existing ones.

B. *Utilize strategies that advance experiential education and engage students in co-curricular activities.*

1. Solicit opportunities for internships, externships, field visits, job-shadowing experiences, case studies, business plan development, and the like and examine methods to support them.
2. Sponsor PELEF-funded opportunities and/or offer support for conference participation to qualified students.
3. Encourage students to engage in global educational programs and experiences.

4. Provide avenues for students to share their successes and publicize them.
5. Promote and encourage students to engage in professional student organizations.

C. *Engage local businesses, community partners, and CoB Advisory Board members with faculty and students.*

1. Expand a Regional Business Network of organizations that have an ongoing, mutually beneficial relationship with the College of Business.
2. Foster class projects involving local businesses and/or board members that service community needs.
3. Engage board members and alumni in Career Expo Program and similar networking and professional development opportunities for students.
4. Involve local business and/or board members in the creation and implementation of curricula for new programs.
5. Enlist board members, alumni, and distinguished business leaders to serve as guest speakers in targeted classes.
6. Host a conference on campus that includes small business leaders, regional economic and workforce development experts, faculty, and students that spurs efforts to accelerate the region's entrepreneurial climate.

D. *Monitor student-learning outcomes through an effective Assurance of Learning (AoL) program.*

1. Continue to implement assessment of students' proficiency in the College curriculum.
2. Structure and implement a robust mechanism for student feedback and improved learning outcomes.

GOAL II: Attract, develop, retain, and place high-quality students.

A. *Attract a high-quality, diverse population of students that includes traditional undergraduate, first-generation College students, international students, and working adults to College of Business programs.*

1. Coordinate with Office of Admissions to undertake direct recruitment of the traditional undergraduate students by visiting regional high schools and community colleges.
2. Explore articulation agreements with community colleges that facilitate a seamless transfer of students to College programs.
3. Invite existing CoB students and recent alumni to participate in Open House presentations with Department Chairs.
4. Create an annual, half-day event catered to high-potential regional high school students inducted into the National Honor Society (NHS).
5. Consider the institution of a face-to-face, on-site delivery modality of the MBA program that attracts international students.
6. Visit regional business, service, and nonprofit organizations to solicit working adult/non-traditional students.
7. Create endowed funds to support merit scholarships for students with a declared CoB major.
8. Meet or exceed the University's time-to-degree metric in the College of Business.

B. *Support academic and professional development and mentoring opportunities for students.*

1. Examine our advising structure and expand beyond course scheduling to a more comprehensive advising process.
2. Engage advisory board members, business leaders, and alumni in developing and mentoring students.
3. Examine and revise, as appropriate, academic programming, advising support, course scheduling, and delivery modalities that are mindful of the distinct educational needs of first-generation, minority, working adult/non-traditional student population.

GOAL III: **Recruit, develop, and retain diverse and highly qualified faculty and staff who advance the mission and vision of the College**

A. *Ensure a transparent recruiting process that will attract diverse and professionally qualified faculty and staff.*

1. Ensure faculty and staff hiring processes are consistent with required University practices, including a clarification on specific conditions of hire.
2. Ensure the faculty evaluation, renewal, tenure/promotion, and sabbatical processes are fair and effective.

B. *Support, enhance, and track professional development and mentoring opportunities for faculty and staff.*

1. Maintain and support a formal orientation program for new faculty and staff
   - Clarify job-specific requirements and expectations, including examples of differential performance and associated outcomes via formal orientation
   - Outline clear expectations for collegiality and professional behavior in dealing with peers, staff, students, and the external community.

2. Maintain and support a robust faculty onboarding and mentoring program.
   - Assign a formal mentor within a new faculty member's home department.
   - Encourage ongoing, informal mentoring, coaching, and professional feedback by seasoned faculty and staff within the College and/or institution.
   - Track and communicate progress toward tenure and promotion/permanent status along with ongoing metrics for faculty.

C. *Enhance faculty capabilities in teaching methodologies and instructional technology.*

1. Ensure that 100% of online faculty successfully transition to and use LMS (Canvas) in their classes.
2. Ensure that, at least, 50% of faculty teaching face-to-face courses successfully transition to and use LMS (Canvas).
3. Schedule two or more technology-focused and/or teaching methodology-focused "brown bag" sessions per semester.
4. Deliver a minimum of one training session per semester on existing CoB "SMART" technology.

D. *Recognize faculty and staff achievements in the areas of teaching, research, service, and mentoring.*

   1. Celebrate faculty and staff achievement utilizing a variety of events and mechanisms that make them feel like valued members of the College community
      - Annual Honors Ceremony
      - Induction in Beta Gamma Sigma Honor Society
      - Coverage in semi-annual College Newsletter
      - College-wide meetings
      - Creation of Press Releases

E. *Support and encourage faculty development.*

   1. Offer base level annual conference travel support to faculty.
   2. Provide additional financial support for professional development based on quality of research publications.
   3. Make publication database available to faculty via appropriate LMS platform.
   4. Facilitate faculty efforts to seek external grant opportunities toward enhanced teaching and research.
   5. Create a pool of funds to support summer research by faculty.

GOAL IV: Facilitate intellectual collaboration with academic, business, and governmental communities.

   A. *Support faculty intellectual collaboration with academic communities.*

   1. Incentivize faculty cross-mentoring toward improved intellectual contributions.
   2. Encourage interdisciplinary research, both within and outside the College, with discernible contribution from each discipline in the research product.

   B. *Provide faculty-consulting services to local and regional business and governmental communities as requested.*

   1. Host skills-/organizational-development workshops to meet community needs in College, University, and external settings.
   2. Support and showcase faculty consulting services to organizations at local, regional, and national levels.