

# Strategic Plan Update

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# Overall State of the College

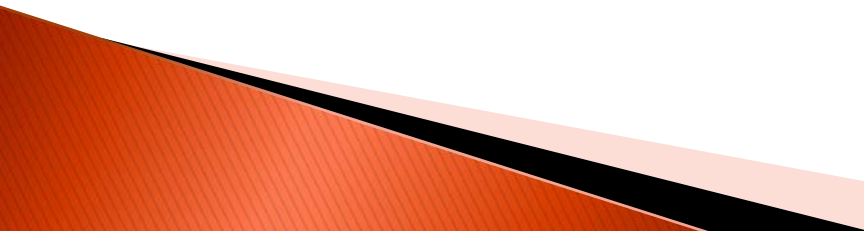
- ▶ Faculty
- ▶ Undergraduate Program
  - Admissions Information
  - Business 101
  - Honors Program
  - James Scholars Program
  - Global Immersion
- ▶ Masters Programs
- ▶ Professional Education
  - CEM
  - PSM

# Strengths continued...

- Center for Professional Responsibility in Business and Society
  - Academy for Entrepreneurial Leadership
  - Hoeft Technology and Management Program
  - Center for Business and Public Policy
  - CIBER
  - Innovation and Technology Management Initiative
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# Strategic Goal I

## Recruit and Retain Faculty

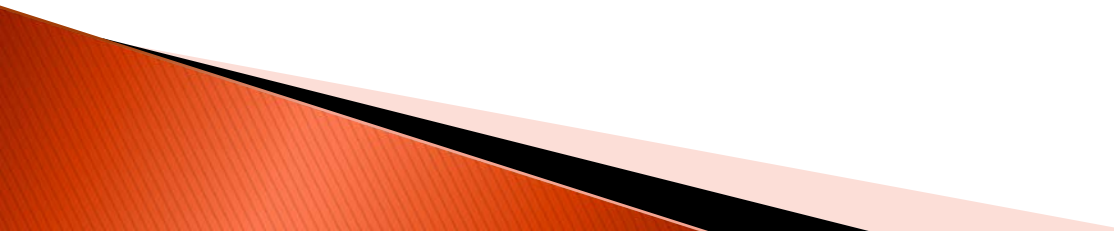
- ▶ Great Contemporary Challenge
  - ▶ Tenure Track Faculty  
Last 3 AY: 93.67, 92.67, 86.33
  - ▶ Departures to OSU, MSU, Harvard, Virginia Tech, Minn, Wake Forest, Boston College
  - ▶ Successfully retained versus offers from Wash U, Texas A&M, Purdue, Rice, Wharton,
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# Strategic Goal II

## Improve Reputation of Undergraduate Program

- ▶ #1 college on campus for “Graduation Rate in Same College”
  - 81.5 for Business versus 59.6 for campus
- ▶ Highest overall graduation rate on campus
  - 92 compared to campus number of 82
- ▶ High student retention rate: 95% of students who start as freshman return as sophomores
- ▶ Applications are at an ALL TIME HIGH

# Undergraduate Continued

- ▶ Diverse undergraduate population  
44% female, 14% underrepresented
  - ▶ ACT 30–31
  - ▶ New Curriculum Developments such as  
BUS 101
  - ▶ Global Immersion efforts
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# Strategic Goal III

## Improve Professional Graduate Programs

- ▶ Enrollment in these programs has grown from 618 to 858 in 4 years
- ▶ MSFE
- ▶ PSM

# Strategic Goal IV

## Better Engage External Audiences

- ▶ Campus
  - Business Minor
  - Campus Minor in Entrepreneurship
  - CEM
  - PSM
- ▶ Centers
  - Center for Professional Responsibility
  - Center for Business and Public Policy
  - Academy for Entrepreneurial Leadership
  - Hoeft Technology and Management Program
  - Innovation and Technology Management Initiative

# Strategic Goal V

## Generate Greater Financial Resources

- ▶ Three sources
  - Campus
  - Tuition
  - Fund Raising