

Succeed

with the Missouri State College of Business

Fall 2014
The Best is Yet to Come

Stephanie M. Bryant, Dean

August 15, 2014

Departmental and Center Kudos and New Hires

- School of Accountancy – Dr. Dick Williams
- Finance and General Business – Dr. Kent Ragan
- Management – Dr. Bill Donoher
- Marketing and Fashion/FCS – Dr. Ron Coulter
- Computer Information Systems – Dr. Jerry Chin
- TCM and Interior Design – Dr. Neal Callahan

Kudos and New Hires (Cont'd)

- Business Advising Center – Director Sandy Culver
- Dean's Office – Dean Bryant

Special Kudos

- Bears Business Brief Contributors
- Stan Adamson, Rayanna Anderson, Ron Clark, Jeff Jones, Shannon McMurtrey, Mike Merrigan, Jim Philpot, Libby Rozell, Amy Stokes, Kerri Tassin

Special Kudos

- Ad Team – 1st place nationally
- Beta Alpha Psi – 3rd place nationally
- Nancy Allen – keynote speaker at upcoming “MSU Talks” Tuesday, 9/16 during Public Affairs Week

Budget & Financial

- The University's FY 15 budget is still up in the air
 - President Smart will talk more about this
- Travel - identical allocation this year
- New money available at the university level for international travel

COB Strategic Plan (Year 4/5)

- **High Priority Items for 2014-15**

- Goal 1: Increase the quantity and quality of COB applicants
- Goal 2: Prepare students for successful careers in a globally competitive business environment.
- Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.
- Goal 4: Enhance the research environment of the College.
- Goal 5: Support and reward personal excellence and professional development in faculty and staff.

Strategic Plan (Cont'd)

Goal 1: Increase the quantity and quality of COB applicants

Themes for 2014-15:

Enrollment

Curriculum – IT, Master's of Cybersecurity, MAcc

Fundraising

Strategic Plan (Cont'd)

Including China Campus Students	Fall 2010 Headcount Value	Fall 2011 Headcount Value	Fall 2012 Headcount Value	Fall 2013 Headcount Value	Fall 2014 Headcount Value	Difference Fa'13 - Fa'14	
Department							
[Null]	1	1	0	0	4	4	-
Agriculture, School of	390	0	482	532	599	67	12.59%
Arts & Letters	2,462	2,433	2,344	2,381	2,309	-72	-3.02%
Business	4,567	4,477	4,227	4,500	4,778	278	6.18%
Education	2,023	1,997	2,060	2,036	2,079	43	2.11%
Extended Campus Programs	98	68	85	83	78	-5	-6.02%
Graduate College	326	316	331	298	266	-32	-10.74%
Health & Human Services	3,176	3,434	3,645	3,901	4,027	126	3.23%
Humanities & Public Affairs	1,423	1,469	1,448	1,405	1,299	-106	-7.54%
Natural & Applied Sciences	1,782	2,271	1,949	2,029	2,070	41	2.02%
No College Designated	0	0	1	0	0	0	-
Undergraduate College/Provost	1,729	1,562	1,475	1,380	1,384	4	0.29%
TOTAL	17,977	18,028	18,047	18,545	18,893	348	1.88%

Strategic Plan (Cont'd)

Including China Campus Students Department	Fall 2010 Headcount Value	Fall 2011 Headcount Value	Fall 2012 Headcount Value	Fall 2013 Headcount Value	Fall 2014 Headcount Value	Difference Fa'13 - Fa'14	
[Null]	0	0	0	9	12	3	33.33%
Accountancy, School of	690	769	729	735	759	24	3.27%
Business Administration/MBA	538	428	417	446	414	-32	-7.17%
Computer Information Systems	386	367	309	340	375	35	10.29%
Fashion and Interior Design	317	300	294	295	295	0	0.00%
Finance and General Business	877	889	850	932	1,096	164	17.60%
Management	834	864	811	903	914	11	1.22%
Marketing	584	532	531	550	613	63	11.45%
Technology and Constructn Mgt	341	328	286	290	300	10	3.45%
Business TOTAL	4,567	4,477	4,227	4,500	4,778	278	6.18%

Strategic Plan (Cont'd)

Goal 2: Prepare students for successful careers in a globally competitive business environment.

Themes for 2014-15:

Study Abroad

Career Fair

Study Abroad – Dr. Meinert

KPI- Global Awareness

Number of Students Participating in
COB Study Abroad Trips

(Target: Increase 5 students per
year)

Number of Students Participating in
other overseas exchange programs

(Target: Increase 10% per year)

Study Abroad – Dr. Meinert

Study Away Fair

Wed. (9/10) 11 a.m. to 2 p.m. in the PSU Atrium

SA Faculty Luncheon

Wed. (9/17) Noon to 1:30 p.m. in PSU 308

RSVP – StudyAway@missouristate.edu or 836-6368

Exploratory Travel Funds

Application Deadline Oct 20, 2014

Deadlines for Short-Term Faculty-Led Programs

September 28, 2014 – Summer and Summer Intersession

2015 Proposals

November 21, 2014 – Fall Intersession 2015 Proposals

May 1, 2015 – Winter Intersession 2015-2016 Proposals

SOA Career Fair

Accounting Career Fair

- Wednesday, September 10
- Noon to 3 pm
- University Plaza Convention Center
- 20 employers

Career Fairs – Vickie Hicks

College of Business Career Fair

- (combining with the TCM Fair this year)
- Tuesday, September 30
- 10 am to 3 pm
- University Plaza Convention Center
- Classes canceled until 3:30, Shuttles running all day from Glass (3:30 classes meet)
- 85 employers (yes 5 added today)
- Workshop required for all attendees

Corporate Mentor Program

- First generation and diverse students paired with local business leaders for a year of mentoring
- Runs November to May
- Open to Juniors and Seniors
- Deadline to apply is October 8

Strategic Plan (Cont'd)

Goal 3: Strengthen relationships with alumni, business community and Executive Advisory Council.

Themes for 2014-15:

Strengthen relationships with alumni everywhere

Strategic Plan (Cont'd)

Goal 4: Enhance the research environment of the College.

Themes for 2014-15:

Move towards adoption of the new AACSB standards, including establishing expectations for discipline-based versus applied/pedagogical research.

Research workshops

AACSB Timeline

- 2013-14 Old Standards
- 2014-15 Old Standards
Work on new definitions
- 2015-16 Implement New Standards
- 2016-17 Self-study
- 2017-18 Visit!

Strategic Plan (Cont'd)

Goal 5: Support and reward personal excellence and professional development in faculty and staff.

Themes for 2014-15:

Daisy Portenier Loucks Research Professorships

2 New Research Fellowships - \$5,000; awarded annually based on prior year research quality and cumulative research productivity of high quality research – emphasis on discipline based basic research

Congratulations to the 2014-15 awardees: Ed Chang and S Branham!

Strategic Plan (Cont'd)

Goal 5: Support and reward personal excellence and professional development in faculty and staff.

COB Star Professorship will be awarded on a three-year term to a faculty member who demonstrates the following characteristics in their professional life at MSU in the College of Business.

- S Succeeds or helps our students succeed in a prominent or prestigious way
- T Teaches students real-world applications that prepare them for success their careers
- A Advances the culture of professionalism and integrity in the College
- R Raises the national profile of the College and University

Strategic Plan (Cont'd)

Congratulations to the COB Star Professor for 2014-2017,
Dr. Melissa Burnett

Welcome



President Clif Smart



Provost Frank Einhellig



Thrilling is the word I think
describes COB's future