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**Spring 2014 All COB meeting**  
**May 9, 2014**  
**Charting our Future**

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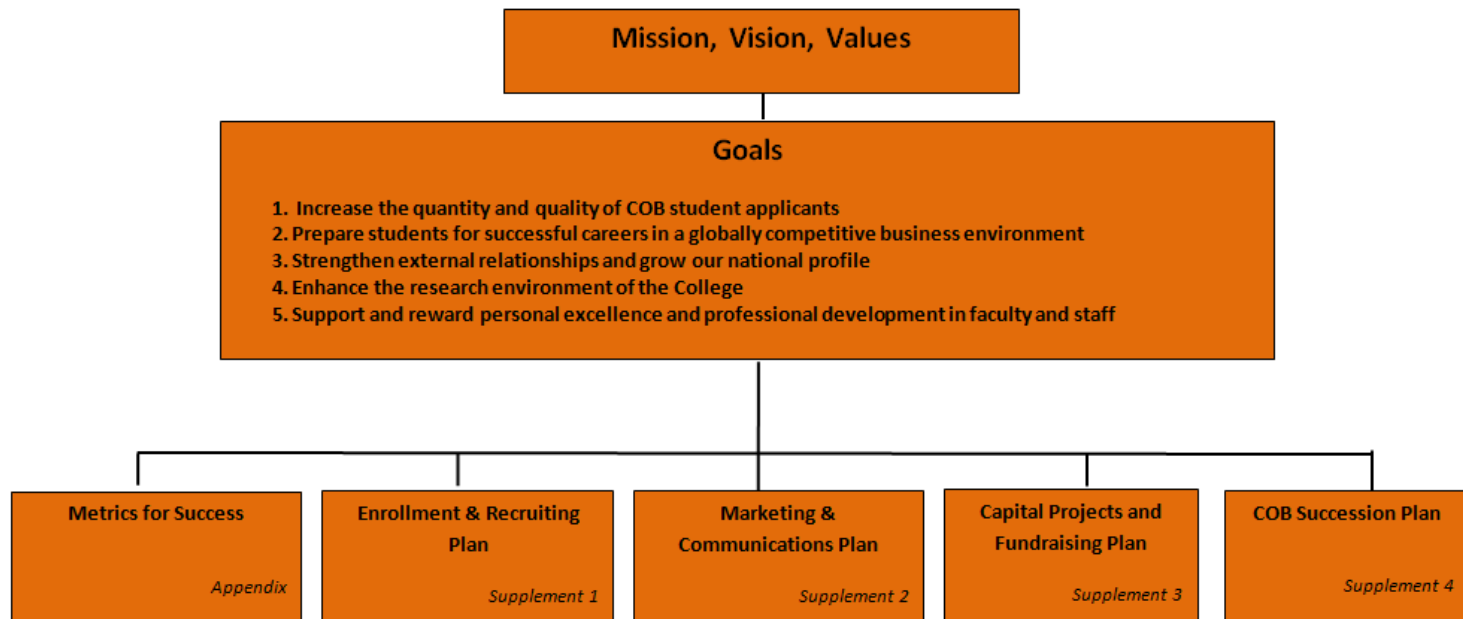
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**Review of the Past Year: Strategic Plan  
Progress and Highlights**

# COB Strategic Plan: Marketing and Branding



## MSU College of Business 5-yr. Comprehensive Strategic Plan



# Progress on Strategic Plan: Year 3/5

Goal 1: Increase the quantity and quality of COB applicants

## Objectives:

- 1.1 Attract and retain high potential business students
- 1.2 Offer programs that stimulate interest and grow enrollment
- 1.3 Increase diversity of students and faculty
- 1.4 Improve the facilities
- 1.5 Strengthen the quality of the MBA program

# Goal 1: Results

- 1) Enrollment up by 257 students last fall
  - 1) Received \$150k in new money
  - 2) Used by Cybersecurity program and additions to existing lines
- 2) Created Marketing and Branding Strategic Plan and Brand Propagation Strategy
- 3) Bears Business Community waiting list for all
- 4) Aggressively marketing online MBA
- 5) Offering more online courses and programs
- 6) Launch of Corporate Mentor Program

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**Marketing and Branding Strategic Plan  
and Brand Propagation Strategy**



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**Metrics for Success: Key Performance  
Indicators**

# Goal 1: Plans for 2014-15

- 1) Continued focus on recruiting high potential and diverse students, target enrollment is 5,100
- 2) Curriculum work
  - 1) MBA
  - 2) COB Core
  - 3) Departments
- 3) Fundraising for Glass Hall project



# Progress on Strategic Plan

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

## Objectives:

- 2.1 Strengthen oral and written communication skills**
- 2.2 Infuse a global perspective across the curriculum**
- 2.3 Increase student success in job placement**
- 2.4 Obtain feedback on employer satisfaction**

# Goal 2: Results and Plans for 2014-15

- 1) Study Abroad: Dr. Meinert
- 2) Career Fair: Vickie Hicks
  - a) Fall 2013 results
  - b) Changes for Fall 2014
- 3) Placement Info

# COB Placement Statistics

- There were 385 COB December 2013 Graduates
  - We have information on 66%
  - 64% have professional jobs
  - 10% are going to grad School
  - 21% are still seeking
  - 5% are not seeking

# Progress on Strategic Plan

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

## Objectives:

- 3.1 Improve and enhance communications with friends and supporters of the COB**
- 3.2 Refocus and initiate College and Departmental Advisory Councils**

# Newest Additions to EAC

- Brad Thomas, President, Silver Dollar City
- Blane Ruschak, National Partner in Charge of Recruiting and University Relations, KPMG
- George Krull, former National Managing Partner of Grant Thornton

## Goal 3: Plans for 2014-15

- 1) Continued relationship building with business community
- 2) Continue to seek nationally prominent EAC members

# Progress on Strategic Plan

**Goal 4: Enhance the research environment of the College**

**Objectives:**

- 4.1 Recruit and retain research-productive faculty who are also outstanding teachers**
- 4.2 Create a culture of importance around research activities**



# Goal 4: Results

- 1) Recruited five new professors (3-MGT, TCM, ACG) who will start this fall - introductions this fall
- 2) Departments should be having brown bags or other types of research programs
- 3) Provided travel money for research faculty to travel to research conferences

# Goal 4: Plans for 2014-15

- 1) MGT, MKT, ACG will all be hiring
- 2) Search in TCM for department head
- 3) Continue departmental research workshops and brown bags

# Progress on Strategic Plan

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

**Objectives:**

- 5.1 Reward research quality and quantity**
- 5.2 Reward excellent contribution to student success**
- 5.3 Develop a reward system for outstanding service by faculty and staff**
- 5.4 Invest in the intellectual capital of our faculty and staff**

# Goal 5: Results

- 1) 750/250 per article summer research grant to promote research productivity
- 2) Continued COB Outstanding Scholarly Activity Awards
- 3) Continued Dean's Research Scholar Award
- 4) Continued COB Outstanding Faculty Member award to recognize faculty who have had significant impact on student success
- 5) Continued COB Outstanding Service Award to recognize above and beyond service to the university or community
- 6) Continued Staff of the Month recognition program

# New AACSB Standards

	Academic (Research/Scholarly)	Applied/Practice
Professional experience, substantial in duration and level or responsibility	Scholarly Practitioners (SP)	Instructional Practitioners (IP)
Doctoral degree	Scholarly Academic (SA)	Practice Academics (PA)

$$\text{SA} + \text{PA} + \text{SP} + \text{IP} = 90\%$$

$$\text{SA} = 40\%$$

$$\text{SA} + \text{PA} + \text{SP} = 60\%$$



# MSU Timeline

2014- 15      FEC and CLT adopt new Faculty Qualifications Policies

2015-16      New Faculty Qualifications Implemented

2016-17      Self Study Year

2017-18      Visit year


# Services we can provide in-house to you

**Software Specialist**

Pat Lucas  
Glass Hall 351  
(417) 836-6316  
PatLucas@MissouriState.edu

GLASS HALL  
DAVE S. GLASS HALL  
851

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The business card features a white background with a colorful, abstract graphic of overlapping diagonal lines in shades of purple, blue, and red on the right side. At the top, there is a circular logo composed of five colored segments (green, blue, purple, orange, red) arranged in a ring. Below the logo, the text 'Software Specialist' is centered. Underneath, the contact information for Pat Lucas is listed. A photograph of Glass Hall is positioned in the middle-left section, with a small sign in front that reads 'DAVE S. GLASS HALL 851'. The text 'College of Business' is located below the photo. At the bottom left, the Missouri State University logo and name are displayed.



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## **COB Building Project: Status Report**

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## **Faculty Awards**

# Scholarly Activity Awards

- Outstanding Empirical Paper
- Outstanding Non-Empirical Paper

# Outstanding Professor Awards

- Selected by COB Student Organization Leaders

# Outstanding Service Award

- Selected by Dean

# Dean's Research Scholar Awards

- 15 or more refereed publications in the past 5 years



# Promotion and Tenure Recognition

- David Joswick - Promotion to Senior Instructor
- Paul Ashcroft - Promotion to Associate Professor and Tenure
- Wes Scroggins - Promotion to Professor

Congratulations to these faculty!!



# Special Shout-Out

- Jim Cofer named a Fulbright Scholar

Congratulations Dr. Cofer!

# Another Special Shout Out

- Ad Team - is in the top 3 nationally for the American Petroleum Institute national competition
- 24 teams competed
- Finals next Thursday....send good thoughts their way!

# Last Meeting: We will miss you!

- Anita Brand
- John Kent
- Rowena Stone
- Brent Kinghorn



**Thank you to The Most Amazing  
Faculty & Staff Anywhere!**

**The best is yet to come!**