

# Vision 2020 Strategic Plan Alignment – College of Business

## Planning Framework

## Unit Goals, Metrics, and Timeline

## Current Strategies

## Major Accomplishments

## Aspirations

### Mission

The College of Business (COB) transforms lives by providing highly respected programs, instruction, and scholarly activities that drive economic, social, educational, and community development for New Mexico's diverse population.

- The mission builds on our core values.
- The college embraces goals necessary to promote discovery, encourage innovation, and inspire creative achievement. These goals are set forth in our Strategic Plan.

**Vision** Increase our statewide and regional impact by providing expertise and high quality programs.

### Values

The College of Business at New Mexico State University (NMSU), as a land grant institution with a liberal admissions policy, embraces the following values:

- Innovative, dynamic curricula in each COB discipline incorporating ethics, diversity, sustainability, and global business issues;
- Degree completion, professionalism, and successful transition into the professional workforce;
- Impact industry and students through programs that target specific economic sectors
- Faculty, staff and student engagement in local, state, and national organizations, and our global community;
- High academic standards resulting in a quality education;
- Knowledgeable and diverse faculty committed to teaching contemporary business curricula;
- Graduates prepared to meet the challenges in a dynamic global environment;
- Faculty who engage in a wide range of applied and scholarly research activities;
- Faculty who maintain currency in the classroom, advance knowledge in their respective disciplines, and garner their peers' respect and recognition;
- Faculty involved in multi-dimensional service activities for our students, our institution, and our respective professions.

**Goal 1** Academics and graduation: Provide highly respected programs, instruction, and student services to achieve timely graduation

**Metrics/timeline:** Support the university goals of increasing the first year retention rate and four-, five-, and six-year graduation rates.

Vision 2020, Goal 1 (KPIs 1, 2, 5, 6, 8)

**Goal 2** Diversity and internationalization: Provide a diverse academic environment supportive of a global society

**Metrics/timeline:** Support the university goal of maintaining a highly diverse campus community.

Vision 2020 Goal 2 (KPIs 10, 11)

**Goal 3.** Research and creative activity: Promote discovery, encourage innovation, and inspire creative achievement

**Metrics/timeline:** Achieve 1% annual increase in publications per faculty member. Increase funding expenditures annually by 2% (excluding PED funding); maintain the increase in the number of faculty with externally funded research over the next three years.

Vision 2020, Goal 3 (KPI 15)

**Goal 4** Economic and community development: Drive economic, social, educational, and community development

Vision 2020, Goal 4 (KPIs 17, 18, 19)

**Goal 5** Resource stewardship: Maximize resources available to effectively support teaching, research, and service

**Metrics/timeline:** Achieve 1% annual increase in number of alumni giving to the university

Vision 2020, Goal 5 (KPI 21)

1a-Promote excellence in teaching and learning across all course delivery methods. 1b- Increase writing across the business curriculum. 1c- Promote critical thinking skills by requiring students to work more independently.1d- Integrate discussion of ethics into the undergraduate and MBA core curriculum. 2- Recruit, retain, and maintain quality faculty.3- Offer relevant, dynamic curricula in each COB discipline. 4-Maintain expectations of ethical behavior for students 5- Attract and retain well-qualified students. 6- Promote degree completion, professionalism, and successful transition into the professional workforce..7- Guide enrollment composition through effective recruitment, retention, and investment

1-Support diversity through targeted recruitment, retention and services; 2- Promote appreciation of diversity in the curriculum. 3- Promote an international campus community.

1- Produce peer reviewed journal articles with particular emphasis on discipline-based research in the quantity and quality appropriate for a college offering our array of undergraduate and graduate programs. 2- Recognize and value the wide variety of intellectual contributions that support our overall mission as a land grant, Carnegie research institution.

1- Continue to serve industry and students through programs that target specific economic sectors, such as public utilities, entrepreneurship, banking, insurance, accounting, and the golf industry. 2- Provide public policy analysis as requested by stakeholders.

1-Develop donor support and other alternative sources of revenue. 2-Allocate resources to support the strategic plan. 3- Provide and maintain physical and technological environments conducive to teaching, learning and research activity

Implemented the cohort distance MBA program with courses subject to QM review.

Incorporated the IDEAS model of critical thinking into specified undergraduate and MBA core courses.

Recruited new faculty members

Completed academic program review for applied statistics.

Developed a mentoring program for freshmen.

Supported travel to international conferences

Supported some faculty members interested in international faculty development opportunities

Revived college research seminars.

In FY 16, 6 external awards were received from the state (PED), federal (USDA, USDOJ) and local organizations (Wilson and Company, Inc and Arrowhead Center, Inc.

Created certificate and MBA concentration in public utility regulation and undergraduate minor in entrepreneurship.

Collaborated with the NM Public Education Dept and Woodrow Wilson Fdn to develop an MBA program to serve current and aspiring school administrators.

Launched professional sales minor and identified space for Professional Sales Center.

Implemented a special course fee for the online cohort MBA program; developed classrooms appropriate for online course delivery.

Completed fund-raising for a sixth endowed chair.

Scholarships awarded (2017-2018): Award of at least 115 scholarships totaling more than \$264,720.

Improve the quality of distance education offerings at the undergraduate level.

Expand distance delivery at the graduate level (e.g., MA in Economics)

Streamline/update existing academic programs

Support Faculty Led International Programs for students

Develop measures of research impact; provide clarity with respect to research and publication standards, such as by developing journal lists by discipline

Increase connectivity with industry and private funding sources; work more with corporate funding group in the foundation.

Increase funding to support research activities and increase the number of proposals applied for through collaborations with other NMSU researchers.

Develop professional sales center with relationships to employers.

Develop better data on placement of graduates.

Increase the number of students participating in internships and study abroad.

Maintain growth in industry and entrepreneurial relationships relative to the rest of NMSU.

Expand scholarships

Provide some summer funding to at least five faculty members.