College of Business Strategic Goals and Objectives

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COBiz
Goals & Objectives

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College of Business Strategic Goals (2015-2020)

The Jackson State University College of Business will:

1. Provide a variety of academic programs that meet or exceed AACSB International Standards, offered in a mix of delivery modes and in different locations in our service area, to serve the needs of our constituents and prepare students for successful business careers;

2. Provide students with international education opportunities and cross-cultural experiences beyond the classroom;

3. Develop a JSU College of Business strategic focus—*a brand*—to use in marketing the College. Emphasize this brand/focus in active communication with internal and external constituents through more active marketing of the College' programs and centers' activities;

4. Foster partnerships between the JSU College of Business and departments, colleges, and other academic and administrative units within JSU; other colleges and universities (within the region, nationally and internationally); the local and regional business communities; and the local community-at-large;

5. Recruit, retain, and foster continued professional development of AACSB-qualified faculty with a mix of academic and professional backgrounds, and highly qualified, student-centered, business-oriented staff with excellent customer service skills;

6. Attain additional non-state revenue to support student success, faculty development, and program development;

7. Contribute to the economic development of the region;

8. Develop and implement strategies to recruit new students as well as to foster successful academic experiences and career preparation for continuing students.

Alignment of COB Strategic Goals with Jackson State University Strategic Initiatives

Jackson State University will…	JSU *College of Business* will…
Align attainment of JSU's academic mission with the effective and efficient use of University resources (with a focus on service learning, restructuring of academic programs, first-year experience, and faculty development/curriculum enhancement).	Provide a variety of academic programs that meet or exceed AACSB International Standards, offered in a mix of delivery modes and in different locations in our service area, to serve the needs of our constituents and prepare students for successful business careers. Provide students with more international education opportunities and cross-cultural experiences beyond the classroom. Recruit, retain, and foster continued professional development of AACSB-qualified faculty with a mix of academic and professional backgrounds. Recruit and retain highly qualified, student-centered, business-oriented staff.
Position integration of technology as an enabler for customer service, productivity, and cost savings.	Provide a variety of academic programs that meet or exceed AACSB International Standards, offered in a mix of delivery modes and in different locations in our service area, to serve the needs of our constituents and prepare students for successful business careers.
Enhance utilization of current resources while seeking to expand JSU's future means (especially enhance specialized centers, partnerships, and alliances; integrate research, teaching, and service; build intellectual capital, sustain a systemic program of fund raising, and enhance regulatory compliance).	Foster partnerships between the JSU College of Business and departments, colleges, and other academic and administrative units within JSU; other colleges and universities (within the region, nationally and internationally); the local and regional business communities; and the local community-at-large. Attain additional non-state revenue to support student success, faculty development, and program development. Contribute to the economic development of the region.
Use JSU's history and potential to create the image necessary for increased access to necessary resources.	Develop a JSU College of Business strategic focus—*a brand*—to use in marketing the College. Emphasize this brand/focus in active communication with internal and external constituents through more active marketing of the College's programs and centers' activities.
Create the "campus community of choice" for students, faculty, staff, and all non-campus based members of the JSU family.	Develop and implement strategies to recruit new students as well as to foster successful academic experiences and career preparation for continuing students.

Strategic Objectives

1. Academic Excellence

Provide a variety of academic programs that meet or exceed AACSB International Standards, offered in a mix of delivery modes and in different locations in our service area, to serve the needs of our constituents and prepare students for successful business careers.

- Maintain AACSB accreditation
- Beginning with the core, increase focus in all courses on critical thinking, analytical problem solving, written and oral communication, and collaboration skills.
- In line with market demand, increase the number of online programs and strengthen existing ones.
- Increase the number of hybrid/blended courses
- Implement flexible program types and delivery methods that meet the needs of various constituents such as government and business sector (e.g., executive, weekend, evening, summer, online, and hybrid cohort programs)
- Offer professional development for faculty in the areas of technology use and development of hybrid/online courses.
- Encourage greater utilization by faculty and students of the INNOVATE and CREATE spaces within the H.T. Sampson Library.
- Develop metrics by which to track alumni and determine job placement/employment rates.
- Review required courses for all business programs to determine if student learning objectives are up to date and in line with current best practices in business education.
- Create additional opportunities for students throughout their academic careers to acquire professional business skills and hands-on experience. Opportunities may include class and conference presentations, service learning, capstone projects in collaboration with other departments or local businesses, well-designed and well-supervised internships, shadowing, or participating in formal mentoring arrangements.

2. Global and Diverse Educational Experience

Provide students with more international education opportunities and cross-cultural experiences beyond the classroom.

- Meet or exceed accreditation standards set by the Network of International Business Schools (NIBS).
- Participate in JSU's "Passport to the World" study abroad program.
- Partner with the International Programs Office to plan joint activities involving international students and COB students.
- Make greater use of technology to connect to businesses/schools in other countries.
- Include more international content in Business/Accounting core and specialization courses.
- Require international courses in the Business curriculum and within individual majors
- Develop internships with businesses and government agencies in the area that can supplement the academic experience of students and enhance life skills needed for success upon graduation.

3. Marketing and Communication

Develop a JSU College of Business strategic focus—a brand—to use in marketing the College. Emphasize this brand/focus in active communication with internal and external constituents through more active marketing of the College's programs and centers' activities.

- Determine the COB "niche" by identifying particularly strong or distinctive features of its programs, faculty, staff, and students, and emphasizing its role as the urban university of Mississippi.
- Write the COB "story" that can be shared with others.
- Make greater use of local media (TV and radio stations, newspapers) to share COB's "story" and highlight faculty, staff, and student accomplishments.
- Integrate the Trading Room into the core business curriculum and individual major.
- Document and publicize how the Trading Room is being used and how it benefits students.
- Leverage JSU's location; that is, make use of unique resources and opportunities available in Jackson as the state capitol and major metropolitan area in Mississippi.
- Institute (or re-institute) a College of Business newsletter to be delivered electronically to students, faculty, and staff as well as a variety of internal and external stakeholders.
- Appoint a faculty or staff member as "lead" communications officer.
- Update and enhance the COB website to highlight faculty and student accomplishments and research and allow stakeholders to use as a marketing and research too

4. Partnerships

Foster partnerships between the JSU College of Business and departments, colleges, and other academic and administrative units within JSU; other colleges and universities (within the region, nationally and internationally); the local and regional business communities; and the local community-at-large.

- Create a task force or working group to explore opportunities for partnerships.
- Create collaborations with other academic and administrative units at JSU to develop programs, create student projects, and promote interdisciplinary research.
- Explore ways to provide additional support to the COB Career Management and Placement Center (especially in bringing recruiters to campus).
- Create an inventory of the Center's services and track student use of these services.
- Align Career Services activities with course requirements.
- Partner with the JSU library to assure the acquisition and maintenance of up-to-date and appropriate resources and databases most useful for business faculty and student.
- Invite community members to hold meetings at the COB facilities with faculty, staff, and/or students in attendance.
- Connect students with successful business professionals, especially alumni, through a guest speaker series and through emphasizing alumni success stories on the school's webpage
- Increase outreach activities of the College of Business.
- Offer certificate and executive education programs to local businesses, corporations, government units and community at large
- Partner with other departments at the university to propose joint courses or programs
- Partner with JSU's Office of Life-Long Learning to increase the number of outreach programs and professional development opportunities for the surrounding community.
- As a way to connect students to businesses, encourage stronger student connections with the Small Business Development Center (SBDC)
- Partner with Millsaps, Belhaven and Tougaloo to develop and propose joint programs or course offerings and to broaden the experience of the COB faculty, staff and students.
- Explore partnerships with units of state government (e.g., Mississippi Development Authority) for collaborative programs.
- Establish and operate a Dean's Board of Business Advisors consisting of experienced and successful business men and women, to assist the COB make an increasingly greater impact on its stakeholders and the community and to generally promote the COB.
- Establish and operate a Dean's Community Ambassadors and Advisory Board consisting of recognized community and government leaders, to assist the COB make an increasingly greater impact on its stakeholders and the community and to generally promote the COB.

5. Faculty Recruitment, Talent Acquisition and Professional Development

Recruit, retain, and foster continued professional development of AACSB-qualified faculty with a mix of academic and professional backgrounds, and highly qualified, student-centered, business-oriented staff with excellent customer service skills.

- Prepare a succession/faculty recruitment plan for expected retirements.
- Recruit faculty at national discipline conferences.
- Emphasize and reward the value of faculty scholarship both intellectually and as it contributes to excellence in teaching.
- Provide a greater number of professional development opportunities for faculty in the areas of advising, pedagogy, grant-writing, and technology (as used in teaching and in students' future careers), and incentivize their participation.
- Require faculty to interact with the local business community and relevant governmental agencies in the area in ways that reinforce course content (e.g., bringing in colleagues to guest lecture, arranging for internships, assigning capstone projects, etc.). Provide accountability and incentive reward for these activities.

6. Generating Resources

Attain additional non-state revenue to support student success, faculty development, and program development.

- Emphasize the importance of giving/donating by faculty and staff of the College of Business. Aim for 100% participation.
- Partner with the Institutional Advancement office to create scholarship/assistantship/other funding sources for students in the College of Business.
- Create an "emergency" fund for students who need small amounts of money to stay enrolled.
- Create more opportunities for paid student internships by reaching out to local and non-local business communities and government agencies.
- Seek ways to engage more COB alumni in ways that will encourage a greater amount of alumni giving.
- Emphasize the value of "giving back" to one's alma mater before students graduate.
- Investigate ways to increase both traditional (e.g., grants and contracts) and non-traditional fundraising.
- Offer for-fee certificate and executive education programs to local businesses, corporations, government units and the community at large.
- Establish a marketing and development fund for sponsoring outreach efforts aimed at increasing the reach of the COB and enhancing its presence as a major economic force in the community.

7. Local and Regional Economic Development

Contribute to the economic development of the region.

- Play a key role, along with others at the university, in the success and prosperity of Jackson (e.g., the university has supported the Greater Jackson Chamber Partnership's Vision 2022/One Voice initiative to build a blueprint for developing a vibrant city).
- As service to the community, stabilize and reorganize the Small Business Development Center.
- As part of a course project or internship, enlist students to aid in local economic development by providing services to area small businesses.
- Provide faculty and student resources, upon request, to assist in revitalizing the Jackson area
- Establish working relationships with Downtown Jackson Partners and the Jackson Chamber of Commerce to promote economic development in Jackson and to further enhance the role of the COB in establishing itself as a vital player in the redevelopment of the City of Jackson.

8. Student Recruitment and Retention

Develop and implement strategies to recruit new students as well as to foster successful academic experiences and career preparation for continuing students.

- Determine courses (e.g., financial management or personal finance) or programs (summer/weekend) that could be offered jointly by the JSU College of Business and local high schools for aspiring business majors.
- Create more/stronger articulation agreements with area community colleges.
- Monitor pass/fail ratios in all business courses and implement strategies to increase student success in those with high DFW rates.
- Design and institute an alumni/student mentoring program.
- Create and implement a student satisfaction survey for both first-year and graduating COB students.
- Form a Student Recruitment and Retention Working Group within the College of Business to explore data and make recommendations related to factors associated with student success, i.e., student goals related to education, student preparation for and engagement in college, and participation in high-impact practices within the curriculum.
- In line with a strategic needs assessment, create programs with appeal for non-traditional students (e.g., executive, certificate, fast-track, night/weekend programs).
- Establish working relationships and partnerships with local businesses to regularly sponsor and fund tuition for non-traditional students.
- Encourage student academic and career success through changes in pedagogy, curricula, advising, and student support.

- Develop and implement strategies that ensure that students complete their degrees in an effective and efficient manner.
- Develop and implement strategies to recruit current JSU students who have not yet declared a business major;
- Develop specializations in the MBA program (e.g.; military focused; Executive MBA; Health Care Management and Finance; Financial Services; Real Estate Management, etc.) and identify new methods of delivering the program (e.g. online, weekend, executive, hybrid);
- Promote timely completion of the PhD program by students in that program;
- Offer placement assistance for PhD students nearing the completion of their program.