JACKSON STATE UNIVERSITY
COLLEGE OF BUSINESS

STRATEGIC GOALS

AND

OBJECTIVES

Office of the Dean
College of Business
Jackson State University
Jackson State University College of Business
Revised Strategic Goals and Objectives

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 more 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’s 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 COLLEGE OF BUSINESS STRATEGIC GOALS WITH JACKSON STATE UNIVERSITY STRATEGIC INITIATIVES

<table>
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<th>Jackson State University will:</th>
<th>JSU College of Business will:</th>
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COLLEGE OF BUSINESS 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 Education 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.
- 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 business and government agencies in the areas that would supplement the academic experience of students and enhance life skills needed for success upon graduation.
- Utilize social media to connect to businesses/schools in other countries.
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 College of Business “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 College of Business “story” that can be shared with others.
- Make greater use of local media (TV and radio stations, newspapers) to share College of Business’s “story” and highlight faculty, staff, and student accomplishments.
- Integrate the Trading Room into the core business curriculum and each major within the BBA degree program.
- 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 Capital and major metropolitan area in Mississippi.
- Appoint a faculty or staff member as “lead” communications officer.
- Update and enhance the College of Business website to highlight faculty and student accomplishments and research and allow stakeholders to use as a marketing and research tool.

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 College of Business 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 Center for Academic and Professional Success’ 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 students.
- Invite community members to hold meetings at the College of Business faculties 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.
- 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 School of Lifelong Learning to increase the number of outreach programs and professional development opportunities for the surrounding community.
- As a way to connect students to business, encourage stronger student connections with the Small Business Development Center (SBDC).
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- Partner with Millsaps College, Belhaven University, and Tougaloo College to develop and propose joint programs or course offerings and to broaden the experience of the College of Business faculty, staff, and students.
- Explore partnerships with units of state government (e.g., Mississippi Development Authority) for collaborative programs.
- Establish Dean's Board of Business Advisors consisting of experienced and successful businessmen and business women, to assist the College of Business in making an increasingly greater impact on its stakeholders and the community, and to generally promote the College of Business.
- Establish and operate a Dean's Community Ambassadors and Advisory Board consisting of recognized community and government leaders, to assist the College of Business in making an increasingly greater impact on its stakeholders and the community and to generally promote the College of Business.

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 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 annual professional development opportunities for faculty in the areas of advising, teaching pedagogy, grant-writing, and teaching with technology.
- Encourage, through recognition and rewarding as service in the annual evaluation of faculty performance, interaction with the local business community and relevant governmental agencies in ways that reinforce course content (e.g., bringing in colleagues to guest lecture, arranging for internships, assigning capstone projects, etc.).
- Recognize as service in faculty annual evaluations, faculty participation in local forums.
- Arrange for monthly business speaker series with rotating faculty sponsorship by department.
- Arrange for at least one guest lecture per departmental course in each discipline per semester (e.g. finance, economics, etc.) to expose students in each discipline to practitioners in that field land to encourage faculty participation (also serves as student professional development).

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.
- Partner with the Institutional Advancement office to create scholarship, assistantship, and other funding sources for students in the College of Business.
- Create an annual “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 College of Business alumni to 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 College of Business 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.
• As service to the community, stabilize and recognize 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.
• Establish working relationships with Downtown Jackson Partners, Jackson Chamber of Commerce, and Mississippi Development Authority to promote economic development in Jackson and to further enhance the role of the College of Business 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.

• Department Chairs, in cooperation with department faculty, will determine fall enrollment goals by the end of the preceding fall semester, and will develop a recruitment plan to achieve the enrollment goal.
• Establish the College of Business Enrollment Management Task Force, with membership from faculty, staff from Center for Academic and Professional Success, and chaired by the College of Business Associate Dean.
• The College of Business Enrollment Management Committee will meet once per semester to discuss each of the following items and to arrive at a recruitment and retention plan for the next academic year.
  o 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.
  o Create more/stronger articulation agreements with area community colleges.
  o Monitor pass/fail ratios in all business courses and implement strategies to increase student success in courses with high D/F/W rates.
  o Design and institute an alumni/student mentoring program.
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- Create and implement a student satisfaction survey for both first-year and graduating College of Business 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 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.
- Promote timely completion of the Ph.D. program by students in that program.
- Offer placement assistance for Ph.D. students nearing the completion of their program.
- 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).