

# DIVISION OF BUSINESS ADMINISTRATION



## (APPENDIX 4)

### 10-YEAR LONG RANGE STRATEGIC PLAN

KEY STRATEGIC ACTIONS TO ACHIEVE THE VISION	LINK TO PSC STRATEGIC PLAN	SCHOOL YEAR	STRATEGIC ACTION	WHO IS RESPONSIBLE?	WHAT MEASURE WILL SHOW SUCCESS?	RESOURCES NEEDED?
<b>INCREASE ENROLLMENT FOR THE DIVISION (TRADITIONAL &amp; PSMI)</b>	<b>Objective 1: Strengthening the Student Experience</b> - Develop and implement a comprehensive recruitment plan.	2017-26 (Ongoing)	Identify high school programs to target. Reach out to area counselors. Meet with prospective students.	Division chair, Enrollment Management, Special Programs and Academic Affairs	Enrollment into PSC and the BA program.	Gas/Mileage: \$350/yr.
<b>DIVISION FACULTY DEVELOPMENT</b>	<b>Objective 3: Improving our Business Model</b> - Provide ongoing professional development.	2017-26 (Ongoing)	Host training programs each semester.	Division chair, faculty	Attendance records.	Food budget: \$250/yr.
<b>RETAIN ACBSP ACCREDITATION (SUBMISSION OF FULL REAFFIRMATION REPORT AND SITE VISIT BY ACBSP)</b>	<b>Objective 2: Fostering Academic Distinction</b> - Promote vibrant and outcome-based teaching and learning programs.	2018-19	Submit reaffirmation report; host site visit team on PSC campus	Division chair, PSMI director, VP Institutional Effectiveness, Academic Affairs	Reaffirmation of accreditation by ACBSP.	\$2,000 to cover printing costs, resource room materials.
		2020-21	Submit QA report	Division chair, PSMI director, VP Institutional Effectiveness, Academic Affairs	Approval of QA report by ACBSP.	
	<b>Objective 3: Improving Our Business Model</b> - Create standard operating procedures to complement existing governance documents.	2021-22	Update all online and printed resources for advising.	Division chair, PSMI director, registrar, work study/admin support. Freshman advisor. Honors advisor. CIS.	Folder with documents. New advising form.	

		2022-23	Submit QA report	Division chair, PSMI director, VP Institutional Effectiveness, Academic Affairs	Approval of QA report by ACBSP.	
		2024-25	Submit reaffirmation report	Division chair, PSMI director, VP Institutional Effectiveness, Academic Affairs	Reaffirmation of accreditation by ACBSP.	\$2,300 to cover resource room materials.
		2026-27	Submit QA report	Division chair, PSMI director, VP Institutional Effectiveness, Academic Affairs	Approval of QA report by ACBSP.	
<b>PSMI EXPANSION</b>	<p><b>Objective 1: Strengthening the Student Experience</b>  - Expand academic programs to meet the needs and interests of students.  - Diversify the teaching and learning experience for students.</p> <p><b>Objective 2: Fostering Academic Distinction</b>  - Promote vibrant and outcome-based teaching and learning programs  - Attract and retain exemplary faculty</p> <p><b>Objective 5: Building Financial Resources for the Future</b>  - Expand Weekend College and evening course offerings.</p>	2016-17	Develop long-term strategic plan for the PSMI program and updated business plan.  Identify new programs; faculty needs; budget; market needs, etc.	Division chair, PSMI director, Business Advisory Board, Curriculum Committee, Academic Affairs.	Completion and approval of strategic report	BA Division administrative assistant.
		2017-18	Launch 2nd concentration	Division chair, PSMI director, Curriculum Committee, Academic Affairs	Enrollment	Additional faculty
		2018-19	Launch 3rd concentration and distance learning program.	Division chair, PSMI director, Business Advisory Board, Curriculum Committee, Academic Affairs.	Enrollment	Additional faculty
		2020-21	Strategize MBA program Locate, hire faculty and administrative assistant	Division chair, PSMI director, Business Advisory Board, Curriculum Committee, Academic Affairs, HR	Strategic plan, presence of additional faculty	Additional faculty
		2020-21	Launch MBA program	Division chair, PSMI director, Business Advisory Board, Curriculum	Enrollment	Additional faculty



				Committee, Academic Affairs, etc.		
		2023-24	Launch 4th concentration	Division chair, PSMI director, Business Advisory Board, Curriculum Committee, Academic Affairs, etc.	Enrollment	Additional faculty
		2025-26	Launch 2nd MBA concentration	Division chair, PSMI director, Business Advisory Board, Curriculum Committee, Academic Affairs.	Enrollment	Additional faculty
<b>PSMI MARKETING &amp; ADVERTISING CAMPAIGN</b>  <b>FOSTERING ACADEMIC DISTINCTION.</b>	<b>Objective 5: Building Financial Resources for the Future</b> - Expand Weekend College and evening course offerings.	2017-18	Launch radio, TV and print ads.	Division chair, PSMI director PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative development and execution.
		2018-19	Continue ad campaign; add bus wraps and billboards.	Division chair, PSMI director, PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative execution
		2019-20	Continue ad campaign; increase geographic reach.  *MBA Focus*- Strategize Ad/PR campaign	Division chair, PSMI director, PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative execution
		2020-21	Major advertising campaign launched - print; radio; TV; online	Division chair, PSMI director, PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative execution
		2023-24	Continue PSMI ad campaign; increase geographic reach.	Division chair, PSMI director, PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative execution



		2025-26	Major advertising campaign launched - print; radio; TV; online  Fresh campaign promoting 2nd MBA program and all PSMI programs	Division chair, PSMI chair, PSC Communications office; PR & advertising firm	Standard communication metrics (ad impressions, etc.); Enrollment	Funds for creative execution
<b>EVALUATE ACADEMIC CONCENTRATION PORTFOLIO (TRADITIONAL BA PROGRAM)</b>	<b>Objective 2: Fostering Academic Distinction</b>  - Promote vibrant and outcome-based teaching and learning programs. - Attract and retain exemplary faculty	2017-18	Identify potential concentration additions. Conduct feasibility analysis for programs with a potential fit for the Division and the College.	Division chair, work study student, division faculty, focus group	Outline of feasibility analysis; career data, comparison of area programs; Focus group outcomes.	\$200 - Food for 2 focus groups (7 to 10 participants/group)
		2019-20	Identify potential concentration additions.  Conduct feasibility analysis for programs that have a potential fit for the Division and the College.	Division chair, work study student, division faculty, focus group	Outline of feasibility analysis, Career data, comparison of area programs. Focus group outcomes.	\$200 - Food for 2 focus groups (7 to 10 participants/group)
		2023-24	Evaluate Program Portfolio; determine programs to augment and eliminate	Division Chair, work study student, division faculty, Focus Group	Outline of feasibility analysis, Career data, comparison of area programs. Focus group outcomes.	\$240 - Food for 2 focus groups (7 to 10 participants/group)



<b>DEVELOP ENTREPRENEURSHIP INITIATIVES</b>	<b>Objective 2: Fostering Academic Distinction</b> - Provide comprehensive experiential and online learning for students and faculty. - Align curricular and co-curricular activities to improve student learning outcomes	2018-19	<u>DRA/AIE:</u> Marketing and advertising: continuation of print media and social media campaign.  <u>Summer entp. camp:</u> Evaluation and modification as needed.	Division chair, Advisory Board, Special Programs and Academic Affairs	<u>DRA/AIE:</u> Program evaluation grants and other funding for programs.  Number of new companies formed.	<u>DRA/AIE:</u> Travel expenses to Atlanta for training sessions for two faculty. (note, only air travel needs to be paid by PSC).  Estimate: \$1,200
		2020-21	Continue program from 2018/2019  Add entrepreneurship business club/fraternity	Division Chair; Student Affairs; Academic Affairs	Resources from 2018/2019  Number of members in club and events conducted by the club/fraternity	Organization advisor
		2021-22	Continue program from 2018/2019  Compete in an entrepreneurship competition	Division chair; Student Affairs; Academic Affairs	Resources from 2020-21.  Number of members in club and events conducted by the club/fraternity	
<b>DEVELOPMENT OF JOB READINESS AND INTERNSHIP PROGRAM</b>	<b>Objective 4: Enhancing Community Engagement</b> - Enhance connections with the business professional and governmental sectors to support student internships  <b>Objective 2: Fostering Academic Distinction</b> - Provide comprehensive experiential and	2017-18	Make Internship course mandatory for the Business Administration curriculum.  Develop/manage industry relationships to aid student placement.	Faculty, Division chair, Advisory Board; Curriculum Committee; Faculty Senate; President	Revised degree plan.  Number of students in internships.	Community engagement
		2018-19	Develop a required 1-hour seminar 'Professional Development' course for all BA students.	Faculty, Division chair, Advisory Board; Curriculum Committee; Faculty Senate	Revised degree plan.  Number of students enrolled	Community engagement



	online learning for students and faculty	2019-20	Maintain/enhance internship and Professional Development courses.	Faculty, Division chair, Advisory Board	Course evaluations, employer evaluations of interns.	
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<b>IMPLEMENT ENTREPRENEURSHIP INITIATIVES</b>	<b>Objective 2: Fostering Academic Distinction</b> - Promote vibrant and outcome-based teaching and learning programs. - Promote a culture of research among undergraduate students and faculty - Provide comprehensive experiential and online learning for students and faculty	2016-17	<u>DRA/AIE:</u> Develop an entrepreneurship program on campus.  <u>Host a Summer Entrepreneurship Camp:</u> Strategize the development of a Summer Entrepreneurship Camp	Division chair, PSMI director, Advisory Board, Special Programs and Academic Affairs.	Program evaluation grants and other funding for programs.  DRA/AEI: Number of attendees and participants. Number participating in the US competition from the PSC event.	<u>DRA/AIE:</u> Travel expenses to Atlanta for training sessions for two faculty. (note, only air travel needs to be paid by PSC).  Estimate: \$1200
		2017-18	<u>DRA/AIE:</u> Build Entrepreneurship program on campus.  <u>Summer Entrepreneurship Camp:</u> Plan outlined with budget goals and outcomes. Obtain external supplemental funding. Start first program of students.	<u>DRA/AIE:</u> Division chair, PSMI director, Advisory Board, Special Programs and Academic Affairs.	Program evaluation grants and other funding for programs.  DRA/AEI: Number of attendees & participants.  <u>Summer Entrepreneurship camp:</u> Number of attendees & participants.	<u>DRA/AIE:</u> Travel expenses to Atlanta for training sessions for two faculty. (note, only air travel needs to be paid by PSC). Estimate: \$1,200  Marketing for Camp: \$2,000
<b>DEVELOPMENT OF DIVISION ADVISING MANUAL (FOR TRADITIONAL AND PSMI)</b>	<b>Objective 3: Improving Our Business Model</b> - Create standard operating procedures to complement existing governance documents. - Provide on-going professional development for	2016-17	Compile all resources needed for advising into an online folder, including forms, sample student advising worksheet for general education and the major.	Division chair, PSMI director, registrar, work study/admin support. Freshman advisor. Honors advisor. CIS.	Folder with documents. New advising form.	Database to warehouse the documents (either on PSC internet or an external site such as Dropbox or a Google account).



<b>PROGRAMS)</b>	faculty to improve student advisement, teaching, and student learning.	2017-18	Create manual. Train faculty and administrative support on the policies.	Division chair	Folder with documents. New advising form.	
		2026-27	Update all online and printed resources for advising.	Division chair, PSMI director, registrar, work study/admin support. Freshman advisor. Honors advisor. CIS.	Manual and training	
<b>ACQUIRE A PROFESSIONAL ADMINISTRATIVE ASSISTANT FOR THE DIVISION</b>	<b>Objective 1: Strengthening the Student Experience</b> - Streamline business processes and procedures to improve customer service.	2016-17	Compose need analysis and job description	Division chair, PSMI director, faculty work study, HR		
		2017-18	Submit proposal, interview candidates, select a candidate.	Division chair, PSMI director, Academic Affairs, HR		\$32,000
		2021-22	Compose need analysis and job description.	Division chair, PSMI director, faculty work study, HR		
		2022-23	Submit proposal recommendation for hire and hire administrative support	Division chair, PSMI director, Academic Affairs, HR		\$34,000 (assumes inflation)
<b>DEVELOPMENT OF ENDOWED CHAIR</b>	<b>Objective 1: Strengthen the Student Experience</b> - Expand academic programs to meet the needs and interests of students.	2021-22	The Division of Business will work with the Business Advisory Board to develop an Endowed Chair.	Division chair, VP Academic Affairs, Institutional Advancement, Business Advisory Board	Advisory Board minutes, development of a committee and the action plan for establishing the endowed chair	

