

College of Business '05/'06 Unit Action Plan

Despite recent decline in majors, the COB has realized an increase in its SCH production. As such, it maintains its position as a major contributor to institutional enrollment and a campus leader in awarded degrees. It is doing so with diminished resources – continuing, and improving on, its performance as an institutional productivity leader, both in terms of faculty utilization and returns produced by its resources. At the same time, it is a College in transition, necessitated by changing workplace needs and expectations, and heightened competition for students. The COB must develop and offer distinctive learning experiences that fit the institutional image and resonate with our market segments. By focusing on outcomes assessment and CQI processes, we will strive to assure that we are offering the right things in the right manner; constantly improving the fit and our effectiveness at providing that fit.

Learner-Centered University

Significant Areas of Success

- COB FTIAC scores have improved significantly [HSGPA: 2.89 (F'01) → 3.14 (F'04); Composite ACT: 17.93 (F'01) → 20.87 (F'04)], resulting in substantial retention improvement (e.g., 59% for those entering F'00; 67% for those entering F'02).
- In an effort to facilitate curricular progress for students on internships, non-traditional students, etc., a total of 24 COB courses have now been offered on-line, and another 11 on-line courses are in development for Sum/Fall '05. These 35 represent approximately 23% of COB course offerings (excl. internships & independent studies)
- Section sizes have been judiciously increased in order to continue to foster learning within the context of increasingly limited resources ... average COB section size increased from 22.5 (2003) to 25.4 (2004), equivalent to saving 64 sections or 8 FTEF.
- In response to changing markets and workplace needs/expectations, the CIS, ISM and Hospitality programs have been substantially reengineered. All other COB programs have been reviewed, and adjusted as appropriate, to eliminate unnecessary requirements or pre-req.s, to facilitate laddering and smooth/expedite progress toward graduation.
- Reflecting the perceived value for working adults of its distinctive quality/performance-metrics emphasis and its compressed format delivered 'essentially on-line', MBA enrollment increased by 86% (to 56) in its second year.
- PGM, PTM, and MIM programs are nationally recognized as premier learning experiences, integrating the development of field-specific skills with the acquisition of an academic and business foundation. All require multiple internships.
- Over the past two years, teams comprised of students in the COB capstone course have consistently placed in the top 10-15%, and some in the Top-10, of the 800+ teams from across the nation competing each semester in an eight-week business simulation.
- Visual Design (VISD) program regionally-recognized for capabilities of its students (Ad Club of West Michigan conferred ten ADDY awards this year for VISD student projects.)
- HRM students demonstrated their acquired knowledge by winning the state championship in the Michigan HR Games.
- CIS students competed in Network Design competition at the Association of Information Technology Professionals' National Collegiate Conference; placed 4th out of 55 schools.
- Accounting graduates passed the recent state CPA exams at a rate exceeding the state average, as well as that of a number of our more recognized competitors
- Testing over the past two years indicates entering COB students performed, on average, at the 46% level on assessment of computer applications skills. Those scoring below 70% are encouraged to take ISYS 105. For those that do, the post-course test scores increase to 89%.

- CIS conducted (at a profit) the first CIS Computer Camp last summer to encourage interest in the field and in Ferris (two ‘campers’ have applied for F’05 admission).
- A Dean’s Leadership Advisory Board has been established, consisting of successful executives who agree to contribute time, perspective, and money toward enhancement of our educational efforts.

Ongoing/Proposed Significant Activities

- Continue/expand CQI efforts involving all COB faculty/staff as we seek to enhance our capacity to ‘walk our talk’ with respect to the values we espouse (see statement on web site re: learning, respect, diversity, integrity, excellence, change, and continuous improvement).
- Continue efforts toward achievement of ACBSP accreditation
- Ensure we have sufficient academically/professionally qualified instructors to cover course offerings necessary for programmatic integrity (will be significantly understaffed in ‘05/’06).
- Fill vacant Associate Dean position which is critical for facilitation of curricular and faculty development in support of learner-centered environment.
- Establish COB Student Advisory Board and formalize process for student feedback/input regarding their learning experiences
- Encourage/facilitate faculty professional development, both pedagogical and disciplinary. Initiate COB newsletter recognizing faculty professional development efforts.
- Expand integration of internships into programmatic requirements (e.g., will be required of all CIS majors beginning F’05), ensuring that we have the resources to assure the integrity of these experiences as sources of meaningful, relevant, and valuable personal growth.
- Work with Residential Life to establish VISD living/working environment in Taggart Hall, providing opportunity to work individually, and in groups, on design projects outside class.
- Program faculty will need to articulate desired outcomes for all COB programs; develop measures to assess student achievement of those outcomes; use results to identify opportunities to enhance learning experience; implement changes.
- Ensure consistency and integrity of learning experiences across all sections, locations, and delivery mediums.
- All CIS courses have articulated outcomes and standardized assessment measures; some have pre- and post-testing to assess extent, as well as presence, of learning; plan to invoke external assessment to benchmark student learning of core concepts against thirty other institutions.
- Develop “Alumni Successes” program, including a/v oral history project, to demonstrate educational efficacy, foster pride, and facilitate fund-raising.
- Complete development of 100% on-line MBA and BBA offerings; secure NCA approval

Working Together

Significant Areas of Success

- All COB faculty and staff are included in Continuous Quality Improvement groups focused on enhancing our provision of a responsive and meaningful learning experience
- Reflecting an increased emphasis on collaborative offerings, and despite a decline in majors, the COB was the only college to increase SCH both on- and off-campus in F’04.
- COB entered into accreditation candidacy, supported by 95% of voting faculty
- All COB departments contributed to a 10% annual increase in productivity (SCH/FTEF), three times that of the University as a whole.

- Over 80% of COB faculty and staff, including 4 new donors at the President's Club level, contributed to the COB annual fund last year
- After a 'near-death' experience, the faculty of the Hospitality program has revamped its offerings, developing laddering and certificate options in support of other programs, and has experienced increases of 20+% in on-campus enrollment in each of the last two years.
- Working with the LTTB of the Odawa Indians, the Hospitality program is supporting on-site certificate-based, degree-laddering programs. 45 certificates were conferred to tribal members this year.
- The COB Statistics faculty has established a Statistics Resource Center which offers all faculty/staff/students free assistance in support of statistical activities, and fosters monthly seminars on research topics.
- COB Graduate faculty have developed business concentrations for the MS in Nursing, a joint PharmD/MBA degree, a 150 Hour option with Accounting (BS Accounting + MBA or MS-ISM), and a homeland security certificate with CJ.

Ongoing/Proposed Significant Activities

- Grad faculty working with COE to create an ed admin concentration for the MBA program
- Management department is working with Macomb to offer a 3+1 laddering opportunity for Army Materiel Command personnel, and a similar offering for Macomb students. The latter has potential at other Community Colleges, as well.
- Working with colleagues in other colleges, program faculty will develop minors, certificates and service courses specifically oriented to the provision of business foundation knowledge for students pursuing majors outside the COB.
- Develop active and productive linkages with workplace, alumni and 'friends' who have the capacity and the potential interest to provide support for COB programs and students.

Engaged Campus

Significant Areas of Success

- HR students performed and presented semester-long research in support of the Mecosta County Chamber of Commerce
- Students in Hospitality program selected for and provided research and recommendations for development of Alticor's Amway J.W. Marriott in Grand Rapids
- As infrastructure and process integrity is established and enhanced, more programs (e.g., CIS) are embracing mandatory internships (currently required of approx. ¼ of COB students)
- Students in VISD work with both public and private clients as part of their curriculum; were selected to provide marketing/image designs for annual Fifth-Third Bank River Run in GR.
- AMA, AITP and APICS student chapters meeting regularly with professional chapters
- Marketing student teams developing market analyses for local non-profit agencies

Ongoing/Proposed Significant Activities

- Ensure that the input from program advisory boards is a basis for programmatic improvement
- Expand relationship between COB and local community
- Encourage/reward service by both faculty/staff and students
- Work with Chamber of Commerce on semester-long class projects in support of Chamber's business development needs (W'05 on-going; anticipate projects in AY 05/06.)