

Ferris		College of Business			
Strategic Focus	Strategic Objectives	Mapping to FSU	Strategic Objectives	Goals	Assessment Metrics
(A) Innovative degree initiatives; life-long learning; data-driven decision making; student-centered educational experience	(1) Increase student enrollment to 14,000 by 2024	A,C,D,E 1,3,8	Allocation of resources (e.g., budgetary, staffing, etc.) predicated on institutional benefit as indicated by strategic, productivity, and cost/benefit data.	<ul style="list-style-type: none"> Productivity in excess of university average Return on Tuition Revenue in excess of university average Performance-based resource assignment Curricular offerings linked with strategic objectives 	<ul style="list-style-type: none"> Resource alignment (e.g. budgetary) Productivity (SCH/FTEF) Contribution = Tuition Revenue – Direct Costs Strategic mapping
(B) Targeted recruitment; enhanced degree completion; experienceships	(2) Increase online SCHs by 5% per year	C,D,E, 1,3,10,11	Optimize resource allocation to align with opportunities to provide educational value consistent with unmet societal needs	<ul style="list-style-type: none"> Programmatic development linked to environmental scanning Staffing sufficient to avoid overloads except in emergencies Support faculty development of new/multiple skill sets 	<ul style="list-style-type: none"> Decrease in faculty overloads Diminish number of low-enrollment sections
(C) Enhanced organization & processes promoting trust, efficiency & effectiveness	(3) Add 3 new market-driven programs per year	A,B,C,D, 1,2,8	Enhance effectiveness of educational process, leading to higher levels of degree completion and job placement	<ul style="list-style-type: none"> Ensure staffing resources and curricular scheduling promote degree completion Focus advising to improve student time-to-degree Develop connections to improve student graduation rates Enhance student job search skills to promote placement 	<ul style="list-style-type: none"> Change in student time-to-degree Change in both FTIAC and Transfer graduation rates Change in student job placement rates
(D) Emphasis on opportunity & excellence; utilize alumni; promote student-focused partnerships with community	(4) Increase minority enrollment by 3% per year	A,B,D, 1,7,8	Develop branding of college predicated on demonstrating value of all Majors and confirming competitive distinctiveness of our program offerings	<ul style="list-style-type: none"> Communicate articulation of enticing program value Confirm distinctiveness vis-a-vis competitive offerings Survey alumni opinions re: programmatic strengths Scan workforce for evidence of perceived value 	<ul style="list-style-type: none"> Compelling marketing/recruiting materials Articulated linkage of program curriculum and experience with workplace needs/expectations Enhanced enrollment
(E) Increase funding from sources other than tuition; encourage revenue-generating initiatives	(5) Increase FTIAC enrollment w/ 3.5 HSGPA by 3%	A,B,D, 1,2,7,8,	Assure value, relevance, and responsiveness to market needs of business skills & knowledge expected of graduates across all COB majors	<ul style="list-style-type: none"> Identify common skills and knowledge expected by workplace and society today and in the future Complete reengineering of undergraduate 'business core' curriculum and delivery 	<ul style="list-style-type: none"> Implement revised 'business core' Positive feedback from advisory boards, alumni, and workplace as to appropriateness and value of core curriculum
	(6) Annual net price increase of no more than 2%	A,B,C,D, 1,4,7,8	Provide effective student advising, producing a more efficient, effective, and consistent curricular experience for COB students, including enhanced student satisfaction, retention & graduation	<ul style="list-style-type: none"> Emphasis on benefits to be derived from attentive advising Provide faculty with process support and informational training related to advising Budgetary support to enable alternative staffing for advising 	<ul style="list-style-type: none"> Lower time to degree & enhanced graduation rates Decrease in DFW rates & increase in retention Enhanced student satisfaction with educational experience
	(7) By 2024, 75% of students do experienceships	A,D,E, 1,7	Expand incorporation of holistic experiential learning across all curricular programs (e.g., Internships, multi-cultural experiences, RSO involvement, industry interaction, personal awareness)	<ul style="list-style-type: none"> Faculty promotion (in classroom and advising) of value to be derived from experiential opportunities Multi-modal promotion of experiential opportunities available to COB students Efforts to limit hurdles (financial, scheduling, logistical) to experiential involvement 	<ul style="list-style-type: none"> Increased percentage of students completing at least one internship Majority of students engaged in RSO's Increasing number of students participating in international experiences of some form
	(8) Increase 6-year FTIAC BS graduation rate to 65%	B,C, 1,2,8	Effectively utilize delivery modes and pedagogical variations to address educational needs of our state	<ul style="list-style-type: none"> Develop and implement processes to assure equivalence of student learning opportunity regardless of location or delivery mode. 	<ul style="list-style-type: none"> Demonstrated equivalency of achievement in course outcomes across delivery modes and locations
	(9) 10,000 alums actively engaged	A,C,D, 3,10	Support faculty development to facilitate curricular and pedagogical change consistent with changing societal and workplace needs.	<ul style="list-style-type: none"> All faculty engaged in scholarly efforts in support of teaching Increase faculty interactive participation in academic and trade conferences/workshops 	<ul style="list-style-type: none"> Digital Measures documentation of faculty activities
	(10) Increase academic grants by \$1 million annually	A,C,D, 1,3,7,9	Prepare students to provide added value consistent with workplace expectations, sustained by commitment to life-long learning	<ul style="list-style-type: none"> Effectively integrate development of soft skills with acquisition of content knowledge Expand student understanding and perspective related to functioning on a global plane 	<ul style="list-style-type: none"> Feedback from employers and alums
	(11) Achieve \$115 million Comprehensive Campaign goal by 2022	C,E, 3	Collaborative efforts within and outside university to achieve synergistic benefits	<ul style="list-style-type: none"> Work with other colleges to integrate curriculum Explore opportunities to work with business sectors Link funds to program development/enhancement 	<ul style="list-style-type: none"> New/enhanced organizational relationships leading to program development