### SWOT Matrix

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<td>UNK/CBT as “place”, clearly distinct from other U of N options</td>
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Goals

1. Develop and communicate a distinctive CBT brand (enhance currency of CBT degrees)
2. Promote experiential learning opportunities for students
3. Develop relationships with community colleges
4. Instill professionalism in CBT students
5. Increase CBT involvement with external stakeholders (alumni, industry, community colleges, high schools, other UNK colleges etc.)
6. Increase incentives and support to enhance currency in teaching, scholarship and service
7. Expand upon UNK recruitment efforts through engagement of multiple CBT stakeholders
8. Enhance external fundraising
9. Achieve higher levels of student outcomes
10. Ensure the CBT curriculum is dynamic and responsive
11. Develop certificates and other short-term, targeted curriculum
12. Increase student engagement in the learning process

College-Wide Objectives

1. Develop a professional code for College of Business and Technology students, faculty and staff. Dean’s Advisory Council, involving all key stakeholders. Complete by May 2011. (Linked to goals #4 and #9) IN PROGRESS with input from CBT:BD Advisory Council and CBT Student Advisory Council

2. Develop and execute a plan for enhancing enrollment of transfer students from Central Community College and Mid-Plains Community College. Dean’s Office. Develop and execute in fall 2010. (Linked to goals #3 and #7) IN PROGRESS CBT/CCC task force established and two meetings have been held; specific action items identified

3. Require all CBT students to complete a qualifying experiential learning requirement. CBT Academic Affairs and Dean. Complete by May 2011. (Linked to goals #2, #9, and #12) COMPLETE Framework developed with broad-based faculty input. To be voted on by the faculty on May 4, 2011

4. Establish an Ad-Hoc college-wide committee to reexamine traditional models of job assignments and reward systems and to develop a proposal for a new model that capitalizes on employee strengths and interests while meeting College goals (e.g., Wake Forest Model). Established through the CBT Chairs Council. Report by April 2011. (Linked to goal #6) POSTPONED
Department/Program Level Objectives

Management

1. Restructure the existing MGT409 course into "MGT388" - a capstone course focused on leadership that meets the requirements of the new general studies program. This capstone course will also be designed with a strong experiential learning focus. Submit to General Studies Council for approval by Spring, 2011. (Linked to college-wide goals #2 and #10). COMPLETE

Two General Studies capstone courses from the Management Department have been developed and approved by the General Studies Council. Dr. Susan Jensen developed MGT 388 “Leaders (like you) Can Shape History” and Dr. Kathy Zuckweiler developed MGT 388 “Project Management.”

2. By Spring 2011, the Management Department with create a display board which features faculty and student research, student organizations, and other opportunities within the department for exhibit in the library and for other external uses. (Linked to college-wide goals #1 and #7). COMPLETE

Dr. Michelle Fleig-Palmer along with Office Associate Barb Wayman created a display board which featured student research, student organizations, and other opportunities affiliated with the Management Department. This display was exhibited in the library for approximately 5 weeks.

3. The Management Department will work with the other departments and CBT Dean to define experiential learning opportunities. Once a definition is agreed upon, the Management Department will (1) identify existing EL opportunities and (2) identify additional opportunities to integrate qualifying EL opportunities into Management courses for CBT students. (Linked to college-wide goal #2). COMPLETE

This is an ongoing process at the College and Department levels. The Management Department has identified several courses which could meet the requirements of an “experiential learning” course such as Project Management (proposed course: MGT 388), Entrepreneurship (MGT 400), Leadership (MGT 409), and Quality Concepts (MGT 415).

Industrial Technology

1. Review, evaluate, and implement essential changes and updates to the programs in the ITEC Department by the end of spring semester 2011. (Program Coordinators). (Linked to college-wide goal #10). COMPLETE

- Several essential changes were made to the Aviation Systems Management program
- SFED 135 course number was altered to SFED 335.
- Changes were made to the Construction Management Program due to the removal of SFED 435, addition of SFED 460 and SFED 462 as updated also in the Industrial Safety Minor.
- ITEC 225 The Influence of Technology on Democracy was added as a Democracy category general studies course.
- ITEC 388 Applied Project Management was added as a Capstone general studies course.
2. Develop a plan to achieve ATMAE re-accreditation under the new outcomes based accreditation model by the end of fall semester 2010. (ATMAE Accreditation Team). (Linked to college-wide goal #1 and #5). COMPLETE

A plan was developed, and a consultant was engaged to assist the Department in analyzing readiness to move to the new outcomes-based model---the consultant determined the ITEC Department is indeed ready to move to this model. A website was contracted with Ektron support, and created over the holiday break. Work has begun with population of the website with essential accreditation data. Project will be ongoing as each standard is reviewed and addressed. The faculty continue to work on the ATMAE Self-study. Completion for the self-study is not scheduled until December of 2011. On-site visit will occur spring of 2012.

3. Develop and implement a Safety Certificate program by the end of spring semester 2011. (SFED Ad Hoc Committee and ITEC Chair). (Linked to college-wide goal #11). COMPLETE

The Industrial Safety Minor was completely updated with some courses revised and other new courses added. It has received final approval through UNK Academic Affairs. Work has now begun on developing online courses. Content experts will be sought out during the spring of 2011 with course development to begin shortly following. Some courses will be offered fall of 2011 with the remaining courses offered in the Spring of 2012. eCampus provided a grant to develop the courses and to hire the initial set of adjunct faculty needed to teach the courses. A seminar was conducted for the adjunct faculty teaching the Industrial Safety Courses. They are currently developing their courses in Blackboard. All courses have been scheduled in the Fall 2011 or Spring 2012 semesters.

4. Update the Industrial Safety Minor by the end of spring semester 2011. (SFED Ad Hoc Committee and ITEC Chair). (Linked to college-wide goal #10). COMPLETE

The Industrial Safety Minor was completely updated with some courses revised and other new courses added. It has received final approval through UNK Academic Affairs. Work has now begun on developing online courses. Content experts will be sought out during the spring of 2011 with course development to begin shortly following. Some courses will be offered fall of 2011 with the remaining courses offered in the Spring of 2012. eCampus provided a grant to develop the courses and to hire the initial set of adjunct faculty needed to teach the courses.

5. Conduct an industry led seminar on the topic of project management by the end of the first week on campus. (ITEC Chair). (Linked to college-wide goals #5 and #10). COMPLETE

This task was completed during the week prior to courses starting in the fall of 2010. The seminar resulted in the development of a new General Studies course in the capstone category, ITEC 388 Applied Project Management.

6. Review and update, if needed, the ITEC 130 course. (Program Coordinators & ITEC 130 Instructors). (Linked to college-wide goal #9 and #10 POSTPONED
7. Initiate and plan an Industrial Technology Master’s Degree program and submit the program for review and consideration of approval by the end of spring semester 2011. (Initial Development – Jim Toppen along with Program Coordinators). (Linked to college-wide goal #10). COMPLETE
The Masters of Industrial Distribution program justification, program proposal, and course syllabi were completed and submitted to the Industrial Technology Graduate Committee for consideration. After two meetings the program was approved and sent to Dean Burkink. He approved the program and sent it forward to the UNK Graduate Committee for review.

Marketing and Management Information Systems

1. Create a new Supply Chain Management Program including Emphasis and Minor (Marketing Curriculum Committee and other interested department faculty members). (Linked to college wide goals 1, 2, 5, 8, and 10). COMPLETE
Three new courses were developed, stakeholder input was gathered, and both an SCM Emphasis and an SCM Minor have been created. Currently waiting on UNK Academic Affairs to approve three new SCM courses, then ready to submit program to CBT Academic Affairs Committee.

2. Create at least one General Studies Capstone course in Marketing or MIS (Marketing or MIS Curriculum Committee). (Linked to college wide goals 2, 9, 10). COMPLETE
MKT388 Emerging Marketing Media has been created and submitted to General Studies. It should be on the agenda for their next meeting.

3. Develop at least one Professional Certification in Marketing or MIS. (Marketing or MIS Curriculum Committee). (Linked to college wide goals 1, 8, 10, 11). COMPLETE
A Professional Selling Certificate program was created and has been approved by CBT’s Academic Affairs Committee and Dean. We are now awaiting feedback from the Registrar’s Office and the Senior-Vice Chancellor.

4. Resubmit University-wide Departmental Teaching Award application (All department members). (Linked to college wide goals 1 and 7). COMPLETE
Marketing and MIS was informed late last semester that we have won UNK’s UDTA for the second year. Our award application packet was endorsed by the Chancellor and has been sent to the NU award selection committee for consideration for the system-wide award.

MBA Program

1. Create an administrative process to facilitate the movement of students from Pre-MBA status to fully admitted MBA student status. This may require greater coordination with the Graduate Office, especially in regard to students who may be eligible for a waiver of the GMAT/GRE requirement. (Linked to college goal #7). IN PROGRESS
Several of the pre-MBA students have completed the GRE/GMAT requirements and fully admitted. Our interactions and communications with the Director of Graduate studies have also intensified.
2. Explore the possibility of reestablishing an East cohort (most likely taught in Grand Island). The possible use of creative delivery methods should be given a priority. Longer term, the feasibility of a West cohort (possibly taught in Lexington) should be explored. (Linked to college goal #7). IN PROGRESS Creative delivery methods have been initiated spring 2011. Two faculty members are offering hybrid delivery methods that ensure high contact between the faculty and students yet providing convenience. A focus-group of the students in these classes is planned at the end of the semester to gather feedback on these hybrid methods of delivery. Exploring cohort classes in Grand Island and Lexington is in the planning strategy.

Economics

1. By May 2011, the Economics Department will begin the process to submit a proposal for an Economic Forecasting Certification Program to improve job opportunities for our students. (Linked to college-wide goals #10 and #11). IN PROGRESS In fall 2010, the Department discussed starting an economic forecasting certification program. The department had initial concerns about course credit hours but this was addressed by the Academic Affairs committee. Further discussion in the spring semester led to the following:

   - The department wishes to change the focus to workshop presentations to area businesses instead of a certification program.
   - Survey would be done to identify the type of workshop/training that would benefit businesses.
   - Suggestion was made to using the CBT Business division Advisory Council as a start.

2. The Economics Department will develop and formalize response process to prospective students to enhance recruitment by May 2011. (Linked to college-wide goal #7) COMPLETE The department has prepared formal letters for prospective students and admitted students for Economics, Agribusiness, and Business Education majors. These letters are sent out the day after campus visit.

3. The Economics Department will make contact with at least two community colleges and provide information on our program by May 2011. (Linked to college-wide goals #3 and #7) COMPLETE Janet and Frank visited Mid-Plains Community College in fall 2010. They attended a colloquium at the college, and visited with Jean Condon, Chair for Business Department. Jean was given brochures and other information for our programs.

4. Develop a GS Foundational Core (Democracy in Perspective) course, Morality of Capitalism, by May 2011. COMPLETE This objective was initially abandoned because faculty felt it was not feasible. However, changes to the course structure have been made, and the course has now been developed as a capstone course instead of a foundational core course. The department will make a course creation request this semester (spring 2011). Course title: ECON 388 Morality of Capitalism.
Accounting and Finance

1. The Department of Accounting and Finance will develop by the end of Fall semester, 2010, and use starting Spring semester, 2011, comprehensive common final exams for all business core courses taught by department faculty, e.g., Accounting 250, 251 and 311, and Finance 308. (Linked to college-wide goal #9.) COMPLETE

2. Beta Alpha Psi will develop a presentation on careers in Accounting and Finance and take the presentation to eight high schools during the current academic year. (Linked to college-wide goals #5 and #7.) NOT REPORTED

3. The Department will during the 2010-2011 academic year sponsor a student team in a regional investment competition. (Linked to college-wide goals #2 and #5.) CANCELLED

Interior Design

1. Interior Design Studio IV (FSID 407) students will tour Central Community College, new Health Science Building in Grand Island as part of their research for the senior healthcare project. Complete within the 2010-2011 academic year. (This meet CBT Goals 2, 3, 4, and 12) COMPLETE
   The Senior Studio, FSID 407, students will be touring the Central Community College new Health Science Building on Jan 31, 2011, for research on their senior health care project. The tour will be hosted by a senior CCC administrator and the project administrator for construction.

2. Secure external funding for students professional organization dues by building relationships with industry professional. Complete by May 2011. (This meets CBT Goals 1, 2, 3, and 12) IN PROGRESS
   External funding sources were identified and contacted but no money was solicited. Legal issues regarding fundraising are being explored.

3. Develop and execute a plan for encouraging and teaching professional conduct for Interior Design students. Complete by May 2011. (This meets CBT Goals 2, 3, 4, and 12) COMPLETE
   Professional conduct was a topic of discussion on Jan 26, 2011, in FSID 316 when 4 Interior Designers and professional ASID members from Omaha presented work and answered questions for the junior studio class.

Four students attended the KBIS conference where they had an opportunity for experiential learning to learn more about professional conduct at an event sponsored by Wood Mode Cabinets.

4. Create a student guide on professional standards and conduct. Complete by May 2011. (This meets CBT Goals 2, 4, and 12) IN PROGRESS
   A recruitment brochure was created in March. In the brochure, some of the wording that will be used in the student guide was developed. The student guide is in progress and will be complete next year.

5. Change the Interior Design Senior Show format to focus on portfolio and technology skills, and increase community involvement with stakeholder interaction. Complete by May 2011. (This meets CBT Goals 1, 2, 4, 5, 10, and 12) COMPLETE
   The Senior Show was reviewed and discussed with students in Profession Practice, and plans were put in place to change the format of the Senior Show to reflect a focus on portfolio and technology skills. Plans
were also made to increase community involvement with students. This was accomplished at the Senior Show on April 16 at the Harmon Park Activity Center with a good response.

**Family Studies**

1. Continue to require Family Studies students to complete internships (encouraging more international experiences) and increase the amount of experiential learning within the classroom. Work with the internship coordinator to present opportunities, including international opportunities to the students before their internship semester. Each instructor will identify one new possibility for experiential learning in the classroom during the 2010-2011 academic year. (This meets CBT Goal 2) **COMPLETE**

   During fall, 2010 Mary ann Lawson came and spoke to FSO members regarding international internship opportunities. This presentation was announced to all FSID students, and some non-FSO members were present. Around 25 students were in attendance.

   **Increased efforts to incorporate more experiential learning into the classroom has been added to the following classes:**

   **FSID 362** - Students either need to attend one session at the NE legislature in Lincoln or attend two one hour sessions attending either a school board meeting or city council board meeting.

   **FSID 450** – Interview elders and complete life stories

   **FSID 250** – Interview various age groups to illustrate cross-generational views on pregnancy

   **FSID 404** – creation and implementation of a grant project and fundraising plan

2. Efforts to connect with the community colleges will be coordinated with those of CBT programs. Use this connection as recruitment for the program. Identify one Family Studies faculty to be the contact person and complete during the 2010-2011 academic year. (This meets CBT Goals 3, 5, and 7) **IN PROGRESS**

   The program has reviewed the old articulation agreements made with all Nebraska and some Iowa Community Colleges and have identified all current courses that would be suitable for new articulation agreements. Next year, the program intends to contact these institutions to finalize new agreements and look for opportunities for recruitment. The program would like to connect to any efforts that have been planned for CBT.

3. Encourage all Family Studies students to attend the National Council on Family Relations conference and other professional experiences. A goal of at least 10% participation will be completed by May 2011. (This meets CBT Goal 4) **COMPLETE**

   Seven Family Studies students attended NCFR Nov. 2010. We also have 7 students attending the Child Life seminar at Children’s Hospital in Omaha, Jan. 2011. This represents more than 10% participation.

**Faculty Development Committee**

1. Review the “peer review” component of the faculty annual evaluation process by identifying current practices in each department and researching practices at other institutions. Based on this information, offer recommendations to the Dean regarding future peer review practices. (Linked to college wide goal #6). **COMPLETE**
2. Organize an “open classroom days” activity for the fall semester and a comparable teaching-focused activity for the spring semester. These activities will be designed to promote exchange of teaching ideas and strategies among faculty across the college. (Linked to college wide goal #6). COMPLETE

3. Sponsor three research seminars during the 2010-2011 academic year. These seminars will each include two or three short, conference-style presentations and discussion. (Linked to college wide goal #6). COMPLETE

Center for Rural Research and Development (CRRD)

1. Continue administering & increase the number CBT students participating in experiential learning programs by summer 2011 utilizing outside funding sources. (Linked to college-wide goal #2) IN PROGRESS

   In the absence of funding support from the US Department of Education BIE Grant, CRRD did not support any internship programs during the 2010-2011AY. We are applying for funding to be used during 2011-13AY if awarded.

2. Engage regional industry leaders and entrepreneurs with CBT & CBT Center Services by partnering in the development and implementation of three networking or professional development opportunities by Summer 2011. (Linked to college-wide goal #5). COMPLETE

   Over 350 outside stakeholders attended over 11 events that CBT staff, faculty, or students conducted or partnered in development of since July of 2010.

3. Apply for at least two external grants, totaling more than $100,000, to increase the opportunities for student experiential learning or student, faculty, and staff professional development by July 2011. (Linked to college-wide goal #8) COMPLETE

   We are applying for approximately $170,000 to be used during 2011-13AY if awarded. The BIE grant is due March 2, 2011. We may apply for another US. Department of Commerce - Economic Development Administration grant to enhance UNK's capacity to provide business outreach services such as spatially integrated market research or business incubation.

4. At least 200 students will enhance their ability to communicate/network and increase their knowledge of innovative new industry concepts through participation in out-of-class professional development events. (Linked to college-wide goal # 4). COMPLETE

   The Sept 2010 Baldwin Free Enterprise Program and surrounding speaker/alumni engagements involved more than 250 Students, Alumni/Entrepreneurs (8), Faculty (6), Staff (4), and community members (5). Pre-post program evaluation data show an 18% increase in understanding of entrepreneurship and international business related concepts, 19% increase in awareness of entrepreneurship and international business related resources and opportunities at UNK, and 10% increase in their likeliness to implement, or use, entrepreneurship and international business related strategies or concepts in your studies, academic planning/teaching, or business. We plan to host another Baldwin Speaker during the Spring.

   SIFE team members won regional competition to qualify for nationals at Charlotte NC. Award based on the following examples of student-led outreach activities: 6 video conferences and trip to Cody/Kilgore to train the community committee starting the new grocery store. CRRD Director and Management Professor travelled to Lincoln to meet with key personnel of the Daily Drip for planning of the student business, Roasted Bean, coming soon to UNK.
CRRD hosted the Spring JA Baldwin Lecture Series guest speaker, Jim Harris, 4/19; 167 total attendance; 12 community & UNK faculty/staff

Safety Center

1. Expand delivery of courses via Distance Learning. Use existing ESU DL Network to teach Drivers Ed, classroom. *(Linked to CBT Goal #9) NOT REPORTED*

2. Incorporate Course into CBT Curriculum – IE. Ag CDL courses into Agri Business. Safety Courses in ITEC. *(Linked to CBT Goal #10) IN PROGRESS*

   We have had some initial discussions regarding the CDL course, but are looking to develop a plan this semester. Have completed much work with ITEC regarding the minor and certificate program. Continue to work on these programs so a fall start date for the minor can be achieved.

3. Make Contact with prospective students through school meetings. *(Linked to CBT Goal#5) COMPLETE*

   Kearney High was the student school visit for the first semester. We are planning to schedule 3-6 student school visits for second semester. In addition to the school visits with students there are several additional visits to other schools with administrators for possible future programs.

Center for Economic Education

1. Review and evaluate current resources used by the Center to determine efficacy of programs by end of spring semester 2011. *(Linked to college-wide goal 1) COMPLETE – APR, Spring 2011*

2. Review and update, if needed, $amrtMoney Week. *(Linked to college-wide goals 2, 5 and 7) NR*

3. Initiate a conversation with community colleges to partner with in future $martMoney Week projects by end of spring 2011 semester. *(Linked with college-wide goal #3) NR*

Nebraska Business Development Center – Procurement and Technical Assistance Center

1. Support existing program stakeholders across the state including lenders, rural development programs, community colleges, and other entities who support the development of new businesses and the expansion of existing businesses where is does not compromise the primary goals of NBDC as an organization to do so. Support to include referrals, networking opportunities, client interaction producing increased local development, marketing of partner programs or services, and educational program delivery. Promote NBDC, PTAC, UNK CBT, SBA and UNRI at all public presentations and through print or electronic media through the use of logos and other branding. *(NBDC goal; Linked to college-wide goals # 1, #5). COMPLETE*

2. Utilize monies created from the development and deployment of premium services to support the acquisition of additional resource purchases and professional development in excess of the provided budget that enhances the ability of NBDC to deliver quality business development services statewide primarily from the UNK center, and secondarily from other NBDC locations statewide. *(NBDC professional development goals). COMPLETE*
3. Enhance valuation and exit planning capabilities by attending at least one, preferably two or more professional development programs as required by the member organizations including the Institute of Business Appraisers, the National Association of Certified Valuation Analysts, the Exit Planning Institute, Nebraska Economic Developers Association, and others as appropriate or deemed to be of value by the Director to NBDC program delivery. *(NBDC professional development goals 1).* COMPLETE

4. Support other business outreach centers inside of UNK’s College of Business and Technology through cooperative efforts and attendance at sponsored events. When possible provide opportunities, resources or instruction that may be beneficial to the students of the college. *(Internal center goal).* COMPLETE