2012/13 Strategic Plan

Mission (Revised 2007)

The College of Business and Technology serves Nebraska and the surrounding region by preparing students to compete in dynamic professional environments and promoting academic, social and economic development. The faculty and staff will achieve this mission by:

- Providing student-centered educational opportunities including experiential learning;
- Advancing knowledge through applied and pedagogical scholarship;
- Providing service to our stakeholders

Values (Established 2010)

As Members of the UNK College of Business & Technology, we accept our responsibility to:

- expand our knowledge base and strive for continuous improvement;
- encourage informed, ethical and competent decision making;
- demonstrate honesty and initiative;
- respect the unique and intrinsic value of others; and
- commit to teamwork, cooperation, and collegiality.

Goals (Revised 2011)

1. Develop and communicate a distinctive CBT brand (enhance currency of CBT degrees)
2. Provide increased experiential learning opportunities for students
3. Instill professionalism in CBT students
4. Increase CBT involvement with external stakeholders (alumni, industry, community colleges, high schools, other UNK colleges etc.)
5. Increase incentives and support to enhance currency in teaching, scholarship and service
6. Expand upon UNK recruitment efforts
7. Enhance external fundraising
8. Achieve higher levels of student outcomes
9. Ensure the CBT curriculum is dynamic and responsive
10. Increase student engagement
11. Increase the percentage of students participating in international experiential learning
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<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
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<tr>
<td>• Faculty/staff engagement with students</td>
<td>• New media, refined messages</td>
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<td>• Experiential learning opportunities</td>
<td>• Communicating the value of our professional degrees</td>
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<td>• Value – cost/benefit</td>
<td>• Growth in community college enrollment</td>
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<td>• UNK/CBT as “place”, clearly distinct from other U of N options (opportunities for engagement, lifestyle, environment, small yet big, etc)</td>
<td>• Outcomes for student i.e. placement</td>
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<td>• Program quality verified through accreditations</td>
<td>• Alumni and other stakeholder relationships</td>
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<td>• Diverse student body</td>
<td>• Increasing accountability for outcomes (retention, graduation, learning, placement, etc.)</td>
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<tr>
<th>WEAKNESSES</th>
<th>THREATS</th>
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<tr>
<td>• Flat enrollment</td>
<td>• Perception of our “product” as a commodity</td>
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<td>• Communicating the CBT value proposition/brand</td>
<td>• Streamlined, focused competitors</td>
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<td>• Inconsistent levels of student engagement</td>
<td>• Declining state support</td>
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<td>• Limited alumni engagement</td>
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<td>• Career services</td>
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<td>• Limited student participation in study/intern abroad</td>
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<td>• Relationship with community colleges</td>
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<td>• Scholarship support</td>
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College-Wide Objectives

1. Incorporate the Gallup StrengthsFinder assessment into the curriculum for all CBT students. CBT Chairs Council and Dean. Complete by May 2013 (Linked to goals #3, #8 and #10)

   All Business and Industrial Technology majors take the Strengths Finder in a first year course. Interior Design administers in the Professional Practice course. Family Studies is still formulating a plan. Over 90% of CBT majors will take the Strengths Finder.

2. Conduct a benchmark study with peer institutions in order to obtain a “best practice” in identifying the quality and impact of a peer reviewed journal. Dean. (Linked to goal #5)

   Completed an analysis of journals published in by CBT faculty in select disciplines with two publically available master lists with quality designations. CBT portfolio of ICs analyzed for Impact Factors and other indicators of quality.

   Dean Burkink and Jon Ritterbush (CT Ryan Serials Librarian) conducted a seminar for faculty on tracking the impact of mission activities, including scholarship. Jon developed a Library Guide called Scholarly Communication to help faculty understand and locate impact factors and other qualities of scholarly journals. http://guides.library.unk.edu/scholarship

   Faculty Affairs committee recommended adding additional parameters to the CBT definition of quality peer reviewed journals

3. Develop and execute a plan for enhancing enrollment of transfer students from Central Community College and Mid-Plains Community College. Dean’s Office. (Linked to goals #4 and #6) IN

   Faculty Affairs, Dean, and SVC approval of the BS Industrial Technology Applied Science Comprehensive targeted to community college transfers with select AAS degrees

4. Develop a plan to document impact of CBT research. Dean and Chairs Council.

   In progress (see #2 above)
Department/Program Level Objectives

Online BSBA

1. Increase enrollment by 10 percent from Fall 2012 to Fall 2013. The program has experienced steady growth to date and a 10% increase in enrollment over the next year would continue this trend without putting excessive additional pressure on already strained course capacities. This goal supports CBT Goal #6, to expand upon recruitment efforts.

2. Improve the back-office functioning of the program by developing forms and reports that track enrollment, faculty incentive fund balances, etc. The back-office functions have not kept pace with the growth of the program and improvement here will support future growth. As the faculty incentive funds support distance education and teaching, this goal supports CBT Goal #5 by providing support for teaching activities. Improving the back-office functions will also assist with tracking student enrollments and supporting recruitment efforts, related to CBT Goal #6.

Management

1. To improve the effectiveness of the new Healthcare Management classes, the Management Department will:
   - conduct a curriculum mapping exercise to examine the match between course objectives and nationally accepted competencies defined by the National Center for Healthcare Leadership, and
   - at the conclusion of the new Healthcare Management classes, the Management Department will examine indicators of the effectiveness of the courses in meeting stakeholders’ needs in order to identify strengths as well as areas for continuous improvement.

   A curriculum map has been develop that maps course content to the National Center for Healthcare Leadership’s Health Leadership Competency Model. Faculty will also meet in late April/early May with an advisory group comprised of people with health care management experience and expertise to get feedback on course content and identify opportunities to better prepare our students for employment in this field.

2. Address weaknesses noted in Management students’ performance on the Major Field Test by revising content of MGT301 and MGT314 to provide increased coverage of financial statement analysis, break-even analysis and project budgeting.

   Content in MGT301 now includes increased coverage of financial statement analysis and breakeven analysis. Students are also tested on the concepts. More time is spent in MGT314 on break-even analysis and project budgeting with plans to incorporate these concepts in even more detail in the Fall 2013 semester. Break-even analysis and financial statement analysis is also covered in MGT400 as students have to produce pro formas when developing business plans. Students also learn some basic business valuation techniques related to purchasing existing businesses in both MGT400 and MGT401.

3 All three Department objectives specified above relate to CBT Strategic Goal #8 “achieve higher levels of student outcomes” and Goal #9 “ensure the CBT curriculum is dynamic and responsive.”
3. Identify ways to assess the following Management department-specific learning goal and objectives:

**Goal:** Students graduating with a Management emphasis will be able to understand group dynamics and work effectively in teams.

**Objectives:**
- Students will understand how to develop and manage a team.
- Students will work effectively in team activities within and outside the classroom.

In addition to the “teamwork” goal identified above, we have established a 2nd learning goal:

**Goal:** Students graduating with a Management emphasis will be able to provide effective feedback.

**Objective:** Students will demonstrate the ability to provide constructive feedback.

Effective Fall 2013 we will begin assessing the “feedback” goal in MGT490, and a rubric has been developed for that assessment. Plans call for also assessing feedback in MGT480 in Spring 2014. A rubric is being developed for assessing the “teamwork” goal and measurement of that goal is expected to begin Spring 2014. The department has also started a curriculum mapping effort to identify where these department-specific objectives will be included in the curriculum, using the guidelines provided by UNK Assessment Director Beth Hinga. That curriculum mapping effort should be completed before October 2013.

**Industrial Technology**

1. Define the role of program coordinators within the Department. (CBT Goal # 9)

**Plan to achieve:** All ITEC Department Faculty will discuss/debate at regularly scheduled meetings. Completion: Spring 2013. Completed

2. Explore the feasibility, and support for a School of Technology. (CBT Goal # 1,4)

**Plan to achieve:** All ITEC Department faculty will participate in a half day retreat devoted to this topic. Program Coordinators will discuss a format for the retreat.

Completion: March 2013. Completed

3. Research combined recruiting activities for ITEC Programs. (CBT Goal # 6,4)

**Plan to achieve:** Angela Hollman will confer with individuals from other programs to arrange a combined recruiting effort. Completion: December 2012. Completed

4. Upon approval of the Masters in Industrial Distribution, develop marketing and recruiting strategy. (CBT goal #1)

**Plan to achieve:** Developed by MID coordinator.

Completion: February 2013. Program on hold at Dean

5. Prepare and complete academic program review.

**Plan to achieve:** Department Chair will prepare draft for review by faculty.
Completion: February 2013. **Completed**

6. Have fun, embrace our culture, and enjoy our positions.

**Plan to achieve:** Nate Barry, Scott Jochum, Brenda Jochum and Pat Schiley will discuss activities to deploy.

Completion: **NEVER ENDING**

7. Communicate ITEC core competencies to our students within the ITEC 110 course. (CBT Goal # 9)

**Plan to achieve:** Department Chair will share with students in ITEC 110 course

Completion: Spring 2013. **Completed**

8. Identify needed program changes and submit to Academic Affairs. (CBT Goal # 9)

**Plan to achieve:** Program Coordinators will discuss with programs and bring forward proposed changes.

Completion: November 2012 to submit to Academic Affairs. **Completed**

9. Develop and submit the Applied Science Comprehensive major and Safety Management major for consideration of approval by the UN Board of Regents. (CBT Goal # 9)

**Plan to achieve:** Chair will complete and share with Department.

Completion: February 2013. **APPLIED SCIENCE COMPLETED – SAFETY MANAGEMENT PENDING DEAN’S REVIEW**

10. Revise structure of all Department student outcomes so they flow seamlessly from course syllabi to assessment as per ATMAE guidance. (CBT Goal # 1,8,9)

**Plan to achieve:** ATMAE Coordinator will work with a committee to develop a proposal.

Completion: February 2013. **TO BE COMPLETED 2013-2014**

**Aviation Systems Management**

1: Study, correct, and prepare the report required by ATMAE for those areas of partial compliance. **OBJECTIVE ELIMINATED: DUE TO ATMAE BOARD OF ACCREDITATION DECISION NOT TO REQUIRE A 2 YEAR REPORT**

2. Implement Experiential Learning courses for ASM program. **Completed**

3. Prepare and Complete ASM portion of Academic Program Review. **Completed**
Construction Management

1. Develop a Spring Career Event that focuses on introducing to Industry our new mission of the CM Program which focuses on Communication, Organization, and Leadership.

   CHOSE TO PARTNER WITH THE COLLEGE OF ENGINEERING AT UNL FOR BOTH A FALL AND SPRING CAREER EVENT.

2. Conduct a High School, and Community College recruitment event that broadens our recruitment beyond the construction tech fields and includes the students interested in business and management.

   Completed

3. Successfully recruit and hire a qualified CM faculty member as described in the search description to join the Department.

   Completed

Industrial Distribution

1. ID program will develop and implement a promotion and marketing plan to launch the new master’s program, pending its approval.

   Program on hold at Dean

2. Review and evaluate current ID degree program curriculum and submit curriculum revisions (as needed) for approval and implementation.

   Completed

Information Networking & Telecommunications Management

1. Continue curriculum development across the program with a focus on server administration, network security and wireless technologies.

   Completed

2. Focus on further development and expansion of the professional student organization, Information Networking and Telecommunications Organization (INTO).

   In process

3. Research the availability of resources to develop a marketing plan to increase program awareness for recruiting and graduate employment opportunities.

   In process
Marketing & SCM

1. Develop collateral piece for the Business Sales program—Linked to College-wide goals #1, 6
   **Complete** - Created Sales materials; called on Admissions, Career Services; promoting through the WC building in table displays; using in our email blasts to deciding students.

2. Recruit members for the SCM Advisory Board—Linked to College-wide goals #2, 4, 7, 9
   **On hold** while working on other SCM initiatives (Werner proposal; certificate program)

3. Create one additional GS388 Capstone Course—Linked to College-wide goals #9
   **Complete** - Dr. Seshadri’s Learning to Give course approved as a 388 GS Capstone and that course is offered as such in the fall.

Management Information Systems

1. Increase recruitment efforts for the MIS program—Linked to College-wide goals #6 – **Complete/ongoing**
   - Checking on Dual Enrollment courses. Need to schedule meeting with Diana Jones as next step.
   - Pursue a 2 plus 2 program in MIS with Central Community College—Linked to College-wide goals #4, 6 – In progress

2. Develop Scholarship opportunities for the MIS program—Linked to College-wide goals #4, 6 – In progress
   - Working on this, had a set back with Xpanxion. Possible for next year.

3. Get approval on a minor in Project Management -- Linked to College-wide goals #4 – In Progress

MBA Program

1. Develop a Student handbook, and an internal-governance document
   **In progress with targeted completion Fall 2013**

2. Begin revised AoL implementation in Fall 2012
   **Complete**

3. Configure course sequencing
   **Complete**

Economics

1. Using existing steering committees that were created for the Allied Health Program on UNK campus to create a stakeholder directed Rural Health Care Research Program. External steering committee will provide topics for CBT faculty to research – **Linked to Goal #4.**
The department is expanding this objective to include engagement with other stakeholders.

Allan Jenkins undertook a number of networking activities with local, state, and national health care providers. He attended a MAPP planning session for the Two Rivers Public Health Department in Minden, attended the National Rural Health Association advocacy conference in Washington D.C., co-authored a paper with a nationally-recognized leader in nursing policy and with the CEO of Lexington Regional Health Center, met (along with Ron Konecny) with the Regional Director of Catholic Health Initiatives, and has contacted a variety of potential speakers and panelists for the upcoming Marineau Symposium. The theme of the 2013 symposium is health care, with the title: "Markets and Medicine: Can the Free Market Cure Our Healthcare Ills?" Dr. Jenkins is the Symposium Coordinator.

Janet Lear visited a student teacher at Kearney Horizon Middle School in the fall. Part of her visits and conversation are to gain information that may help the department to improve our program so our students are prepared for the high school environment. Also, she is attending the Nebraska Career Education Conference in June.

Bree Dority and Allan Jenkins participated in the Center for Great Plains Studies symposium school consolidation in the Great Plains in April. Bree was a presenter and Allan was a discussant.

The Agribusiness Students Association volunteered at this year’s Gateway Farm Expo. In appreciation and for continuous collaboration between the Gateway Farm Expo and the department, the Kearney Farm Expo has established a $1000 annual scholarship for an Agribusiness student.

Mary Rittenhouse, the Director for the Center for Economic Education worked with the Regional IV Leadership Conference and provided an activity to approximately 120 upper elementary school children on decision making. She has also initiated a conversation with UNK HR to develop a financial literacy awareness program. She has partnered with the Chicago Federal Reserve Bank and the Kansas City Federal Reserve Bank to provide video and in-person opportunities to UNK students to discuss current monetary policy issues.

Frank Tenkorang is considering becoming a fellow of the Center for Great Plains Studies.

2. Investigate funding to assist with submission and publication charges to enhance publications of articles in discipline specific journals – Linked to Goal #5.

The department did not pursue this because of the John Becker Faculty Research Incentive Fund

3. Expand on recruitment to keep contact going. Develop a spreadsheet outlining a process of recruitment including follow-up correspondence, periodically e-mail prospective students – Linked to Goal #6.

Developed a spreadsheet outlining a process of recruitment including follow-up correspondence. Letters and t-shirts were sent to prospective students. Contact information of these students was also sent to Joe Konecny to enable him initiate Facebook interaction with the students.

4. Develop more opportunities for internships in Economics. International experiential learning opportunities including the World Bank and IMF internships are available – Linked to Goal #11.
As of now, eight Agribusiness and Economics students are enrolled to do internships this summer. This number is about 23% of CBT:DB’s total of 35. Four more students are expected to sign up for summer internships. This is a significant increase in the number of our students doing internships considering the fact that there was only one student last summer (2012). None of our students participated in any study abroad related program.

**Accounting and Finance**

1. Develop more on-line classes (linked to #9 and #1), specifically:
   - ACCT 350 (Intermediate I) to be online in Spring 2014
   - ACCT 352 (Cost Accounting) to be online in Summer 2014
   - ACCT 451 (Tax Accounting) to be online Fall 2014 or 2015

   In progress – involved faculty have agreed and are in the process of developing

3. Re-evaluate the departmental peer evaluation process (loosely linked to #5) – on-going

   A faculty member is working on a new policy to reflect the department consensus

**Family Studies**

Aligned with CBT Goal #4:

1. Revitalize relationship with the Family Studies Advisory Board by holding advisory board meetings, continued participation in volunteer opportunities for FS students, and pursue a grant writing initiative with Head Start.

   Complete and ongoing - The Faculty and Family Studies Advisory Board met once each semester and identified several ways that this relationship can benefit the member’s organization, the UNK FS program, current students, graduates, and future students. FS students continued actively participating in volunteer activities and a grant was submitted for the Head Start initiative (although, unfunded).

2. Work with the UNK Admissions Office, FS faculty will visit Kearney High School’s FCCLA student organization in February or March to inform interested students about our program.

   Ongoing - Although there was no direct contact with the UNK Admissions Office concerning expansion of recruitment efforts at Kearney High, FS faculty have participated in on-campus recruitment events (Junior Day, Transfer Day, etc.).

3. FS faculty will continue to work with Admissions and other UNK entities on campus recruitment activities. (Aligned with CBT Goal #9):

   Complete and ongoing - FS faculty did participate in the new student orientation program and either participated in, or attended campus recruitment activities.

   - Dr. Hill made presentations
• Dr. Moore has made multiple presentations for the First Year Program

4. Apply for and receive re-certification (CFLE) from the National Council on Family Relations.

   Complete - Re-certification (CFLE) was awarded

5. Explore opportunity to offer Certificate Program for people interested in or required to have further education in family studies to enhance and or maintain employment as family advocates and service providers in state agencies and programs.

   Complete and ongoing - Creation of a Certificate Program has progressed through the B&T Academic Affairs Committee.

6. Explore opportunity to offer dual-degree program with Early Childhood to address the educational needs of family advocate and family service providers in existing and emerging regional, state, and national programs.

   Complete - Creation of a dual-degree program with Early Childhood has progressed through the UNK Academic Affairs Committee. Students can be advised into this new program if courses would apply to existing major/minor combinations.

**Interior Design**

1. Revise Interior Design Student Handbook to better communicate opportunities of the Interior Design Program to new students (Aligned with CBT Goals 4, 6, and 10):

   Complete - Interior Design Student Handbook was re-written to reflect new program of classes with 120 hours. General information about the program and opportunities for new students was included.

2. Write guidelines for the Interior Design Student Portfolio Review to better prepare students for portfolio expectations and skills assessment (Aligned with CBT Goals 2, 8, 9, 10):

   Complete - General Guidelines were written for the Portfolio Review and students were advised. The first Portfolio review is scheduled for Thursday, April 25, 2013 at 4:00 PM. After the review faculty will meet on May 1, 2013 to discuss, and revise if necessary, the original guidelines.

**Center for Rural Research and Development (CRRD)**

1. Increase # of direct entrepreneurship assistance at least 5/25% clients to reach at total of 20 for-profit entrepreneurs (expected that 4 will relate to the Gallup EAS program) by July 2013. (Goal 4)

   NEARLY ACHIEVED. 14 total for-profit entrepreneurs directly assisted (4 with Gallup EAS program
2. Apply for at least one external funding source/grant (total project budget over $50,000) to support market research or entrepreneurial programming by July 2013. (Goals 2, 4, 7)

ACHIEVED: CRRD was awarded over $125,000 to initiate a Rural Sourcing project from the new Rural Futures Institute. Project partners include the NU Alumni Foundation, local software company Xpanxion, and several other public resource providers. The two year goal is to recruit NU system alumni back to rural Nebraska through a recruitment campaign, entrepreneurship education, and virtual business incubation support services.

Did NOT achieve funding target related to fee-for-service market research activities. Potential projects were re-prioritized due to unforeseen community factors. CRRD has hired a Student Assistant and increased the level of cooperation with Regional Economic Development Districts in an attempt to increase the volume and capacity of planned community research projects during the next academic year.

Safety Center

1. Funding Sources – The NSC Director, together with UNK administration will identify potential funding sources. The NSC Director, staff, and NU Foundation shall be responsible for contacting funding sources. Budget Manager will be responsible for evaluation of funding streams. Linked to CBT Goal #7 – In process

2. Organizational Structure – The NSC Director will work with UNK Administration and management experts to identify necessary organizational structure changes to the Safety Center that will allow for future growth. Entire NSC staff will work to complete reorganization. – Completed, implementation in process

3. Legislative Support – The NSC will develop communications and partnerships for legislative efforts that support all safety education goals, which are critical for funding support. The NSC Director and appropriate UNK Staff will develop educational plan for legislators and other stakeholders. Linked to CBT Goal #4. – 2011 – 2012 plan complete. Development of 2012-2013 plan in Process

4. Program Marketing – The NSC Director, UNK Office of Media Communications personnel, and appropriate program managers will develop and implement a marketing plan that meets Safety Program managerial needs and develops safety program awareness critical for future growth. Linked to CBT Goal #1. Ongoing

Center for Economic Education

1. Increase contact with prospective students through workshops, classes and other student activities. (Linked to Goals 4 and 6)

The annual Business Competition Day has been expanded to partner with the Admissions office allowing continued contact with students about CBT programs.

2. Expand delivery of workshops, classes and other teacher-training opportunities through the use of Distance Learning. (Linked to Goal 8)

Not completed
3. Increase Center involvement with College of Education methods course. (*Linked to Goals 3 and 8*)
   The Center has increased the involvement in Business Education methods classes to include lesson plans that include the use of iPads and other technologically driven tools.

4. Provide two general mini-workshops on economic educational resources available and develop one day-long economic education seminar for regional educators and education students. (*Linked to goals 3, 4 and 8*)

   Not completed

Nebraska Business Development Center – Procurement and Technical Assistance Center

1. Operate the center in accordance with the goals and objectives established by SBA and the lead center at UNO regarding services to new businesses, existing businesses and entrepreneurs, and in doing so, provide service, assistance or support to stakeholders, entrepreneurs or business owners within the UNK region as a service center outreach program of the College of Business & Technology.

   NBDC-UNK Kearney served 171 clients in 2012. 109 were considered to be “Continuous” or clients that received considerable support from the center, (greater than 5 hours). The center assisted with over $11 million in total financing or equity for new business start-up, restructuring or acquisition. When adding the value from the Grand Island Center, NBDC-UNK assisted with $12.6 million in total loan volume. Over the past five years, the center has been responsible for a cumulative total of $44.0 million in loans and equity assistance. Using an economic impact analysis model developed by NBDC-UNK for typical peer client industries, company sizes, and financial performance - the result of this cumulative five-year activity is an estimated $118 million in company payrolls, 1,071 FTE jobs created or saved, and five-year company revenue of $657 million in the regional economy.

2. Provide free client services that include loan packaging, financial analysis, and basic market or industry research for business plan development.

   NBDC provided services to clients according to our program goals throughout 2012.

3. Provide fee-based services for existing or new business owners that include business valuation statewide in support of SBA loans or financing; exit or succession planning for NBDC clients.

   NBDC provided valuation services statewide in 2012 in support of other NBDC centers and SBA loan packages. The center is also actively engaged in providing exit planning services to clients statewide and providing additional assistance to economic developers or chamber staff who attempt to identify and assist local business owners with transition issues.

4. Support other NBDC centers statewide with premium resources or other activities when appropriate, as well as requests for the NBDC network as a whole or SBA.

   NBDC-UNK made financial, industry, market and GIS data available upon request to other center’s clients by taking on the client for a limited engagement to deliver such services and consulting. Center
staff also supported NBDC’s lead program with multiple activities as they addressed internal reorganizational issues in 2012, and supported SBA with various live seminars or events.

5. Support the Grand Island center as possible using fees or other program income, coordinated with funds or other support available from UNO or UNK.

   NBDC-UNK secured additional funding via NBDC-UNO and through fee-based services to extend the Grand Island satellite location into 2013. Continue to mentor the new consultant at this office in NBDC, loan packaging, analysis, valuation and exit planning skills.

6. Support the University of Nebraska College of Business & Technology, and other centers or programs located at CBT when possible.

   NBDC-UNK continues to provide access to resources and consults with the CRRD, and has supported several faculty at CBT in 2012 by providing classroom presentations or lectures to students.

Faculty Development Committee

1. Plan and conduct a workshop/seminar focused on teaching strategies to meet the needs of international students (Goal 5)

   Complete, Center for Teaching Excellence workshop scheduled for fall 2012

2. Plan and conduct at least two CBT Research Seminars in 2011/12 (Goal 5)

   Complete

   Planned and conduced a spring CBT faculty research seminar. Our two presenters were Dr. Brenda Eschenbrenner and Jeff Nordhues.

   Encouraged CBT faculty to attend and present at the National Mountain Plains Management conference. This conference provided a unique forum for many CBT faculty to share research ideas with each other in depth. This event also replaced our fall research seminar.

AoL Committee

1. Continue efforts to ensure “core course refreshers” are created for each core course, and made available to all business division faculty and students via Blackboard.

   Completed refreshers include those for MGT301, MKT300, BSAD295 and for various depreciation methods. Refreshers for MGT314, ECON 270/271, ACCT250/251, and FIN308 are in the process of development. Refreshers that will be created in 2013-14 include those for MIS302, MGT233, ACCT311 and MGT493.

2. Identify ways to ensure assessment of learning is comparable across all course delivery mode.

   Sampling of work to be assessed in August 2013 will include online courses, and we are also now able to identify the overall MFT scores for those students enrolled in the online MGT495 class. We have also
started exploring ways to incorporate online class discussions (potentially as part of our communications learning goal), and a rubric has been developed for assessing those online discussions.

3. More clearly operationalize and identify ways to measure the “ethical reasoning” learning goal.

Committee member Noel Palmer has made good progress in identifying distinct learning goals & objectives and ways to measure those objectives. Below are the proposed expanded goals and objectives that the committee will explore more fully beginning in the Fall 2013 semester:

**Goal:** Graduates are ethical decision makers *(this is our current goal)*

**Objectives:** 1) Students demonstrate the ability to make decisions that are consistent with a code of conduct or universal ethical principle *(this is our only existing objective)*; 2) Students are aware of when an ethical issue exists; 3) Students demonstrate the ability to reason toward a satisfactory resolution of an ethical dilemma; 4) Students can effectively communicate the considerations emerging from the decision making process

**Goal:** Graduates are ethical citizens *(this is a proposed new goal with proposed new objectives listed below)*

**Objectives:** 1) Students demonstrate a sense of personal responsibility and accountability; 2) Students demonstrate an understanding of how business, government and society interact to affect stakeholders of a global society; 3) Students actively participate and take leadership positions within established systems and community structures.

Measurement tools could include standardized moral awareness/moral engagement instruments, in addition to case analyses. We are also exploring how elements of the EthicsGame product might be useful in further integrating ethics throughout the curriculum.

Each of these objectives relate to CBT Strategic Goal #8, “achieve higher levels of student outcomes”.

We hope to complete objective 1 during the 2012-13 academic year (or at least make substantial progress toward completion), but recognize objectives #2 and #3 will likely require more time to complete.

**Student Affairs Committee**

1. Develop an academic advising survey for both students and advisers.

   In progress. Advisers have been surveyed and a report has been provided to the Dean's Office. The students have also been surveyed and the report is being developed.

2. Develop an academic advising syllabus template to distribute to CBT Faculty.

   Complete. A developmental advising syllabus was created and distributed to faculty during the Fall of 2012.
Business Internships and Experiential Learning

1. Cultivate new relationships with key organizations that will provide educational and professional opportunities for business division students.

*In Progress* – CBT On The Road To Omaha event during Fall 2012 brought students and faculty to Werner Enterprises and ConAgra Foods, ultimately resulting in an internship placement and a student full-time job offer with Werner as well as multiple recruiting efforts by ConAgra for our December and May graduates. Brian Maher/Union Pacific visit to UNK in spring 2013 resulted in new relationship between CBT and UP, with anticipation of CBT becoming a “feeder recruiting program” for UP in Fall 2013.

*In Progress* – The 2nd Annual Networking Reception and Employer Internship Workshop during the spring career fair activities strengthened relationships with key alumni and regional businesses and sourced high-quality internships for business division students.

2. Increase the percentage of students doing internships-for-credit in emphasis areas/majors that do not require internships from the 2010-12 baseline of 40% to goal of 50%. This will be measured by the percentage of annual graduates who have completed an internship-for-credit.

*In Progress* – Placement and graduation data currently being gathered for spring 2013 graduates.