



**COLLEGE OF BUSINESS  
& TECHNOLOGY**

**2011/12 Strategic Plan**

**SWOT Matrix**

**Updated 12/9/2011**

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>• Faculty/staff engagement with students</li><li>• Experiential learning opportunities</li><li>• Value – cost/benefit</li><li>• UNK/CBT as “place”, clearly distinct from other U of N options (opportunities for engagement, lifestyle, environment, small yet big, etc) Program quality verified through accreditations</li><li>• Diverse student body</li></ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>• New media, refined messages</li><li>• Communicating the value of our professional degrees</li><li>• Growth in community college enrollment</li><li>• Outcomes for student i.e. placement</li><li>• Alumni and other stakeholder relationships</li><li>• Increasing accountability for outcomes (retention, graduation, learning, placement, etc.)</li></ul>
<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>• Flat enrollment</li><li>• Communicating the CBT value proposition/brand</li><li>• Inconsistent levels of student engagement</li><li>• Limited alumni engagement</li><li>• Career services</li><li>• Limited student participation in study/intern abroad</li><li>• Relationship with community colleges</li><li>• Scholarship support</li></ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"><li>• Perception of our “product” as a commodity</li><li>• Streamlined, focused competitors</li><li>• Declining state support</li><li>• Shrinking traditional student market</li></ul>

## Goals

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

## College-Wide Objectives

1. 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 PROGRESS, Dr. Obermier has forwarded a 2+2 program in Industrial Technology; awaiting response**
2. Require all CBT students to complete a qualifying experiential learning requirement. CBT Academic Affairs and Dean. Complete by May 2011. (Linked to goals #1, #2, #3, and #9) **IN PROGRESS, framework developed with broad-based faculty input and support. Specific program to be developed in 2011/12. Ad hoc committee formed and charged.**
3. Conduct a benchmark study with peer institutions in order to obtain a "best practice" in identifying the quality of a peer reviewed journal. (Linked to goal #5) **IN PROGRESS, an analysis has been conducted cross-referencing journals published in by CBT faculty in select disciplines with two publically available master lists with quality designations.**

## Department/Program Level Objectives

### Management

1. In conjunction with the Health Sciences and Nursing Departments, the Management Department will develop and submit for academic approval two healthcare management courses by the Spring of 2012. (Linked to college-wide goals #4 and #9).
2. By Spring 2012, the Management Department will develop a “2+2” transfer guide intended for Community College students with a Business Administration AAS Degree. The transfer guide will be intended for students interested in pursuing a Bachelor of Science Degree in the area of Business Administration with a Management Emphasis. (Linked to college-wide goals #4 and #6).
3. By Spring 2012, the Management Department will develop a “2+2” transfer guide intended for Community College students with a Business Administration AAS Degree. The transfer guide will be intended for students interested in enrolling in the Bachelor of Science in Business Administration Online Degree Completion Program. (Linked to college-wide goals #4 and #6).

### Industrial Technology

1. Complete the ATMAE re-accreditation self-study under the new outcomes based accreditation model by the end of fall semester 2011. (ATMAE Accreditation Team)
2. Market the Industrial Safety program to ensure adequate program enrollments in the Spring semester of 2012. (All ITEC Department Faculty & ITEC Chair)
3. Continue to push approval of the Master’s in Industrial Distribution. (ongoing) (ID faculty and ITEC Chair)
4. Revise as needed and submit the Applied Science Comprehensive major for consideration of approval by December 2011. (ITEC Program Coordinators and ITEC Chair)
5. Develop a plan to complete the ITEC Academic Program Review by May 2012. (ITEC Chair)
6. Conduct recruiting activities for each of the five ITEC programs (Programs)
7. Share best practices for recruiting among the programs during Department meetings. (ITEC Chair)
8. Determine possible courses to convert to online for summer offerings (All Faculty) **COMPLETE, no additional courses will be converted**
9. Review, evaluate, and implement essential changes and updates to the programs in the ITEC Department by the end of spring semester 2012 based upon reducing ITEC 120 from 4 credit hours to three. (Program Coordinators) **COMPLETE, program changes have been identified for all programs; submit in spring**

10. Review the current Industrial Safety Program for additional opportunities. **Complete, a new Bachelor's degree program has been developed (Safety Management). Will be submitted for approval in spring.**

#### *Construction Management*

1. Conduct a cost-benefit feasibility study on whether to pursue the American Council on Construction Education (ACCE) Accreditation by December, 2011, based on input from the CM faculty, the CM Industry Advisory Council and the availability of resources.
2. Organize and conduct a CM Student Recruitment Event by May 2012. **COMPLETE**
3. Develop a revised mission statement that better reflects the current goals of the CM program by December, 2011. **COMPLETE**

#### *Aviation Systems Management*

1. Define and Refine the UNK / KAC relationship. (May 2012). **COMPLETE**
2. Define and Refine UNK / Takushoku University relationship. (May 2012). **COMPLETE**
3. Marketing (May 2012)
4. Develop Industry Partners (May 2012)

#### *Telecommunications Management*

1. Review and update program competency matrix. **COMPLETE**
2. Create a Marketing Plan to Improve Program Awareness.
3. Expand Upon Initial Recruiting/Stake Holder Contacts
4. Continue to Develop and Expand the Role of the Telecommunications Network Organization

#### *Industrial Distribution*

1. Review the effectiveness of current ID program recruiting activities, and develop and implement new recruiting strategies (as needed) to provide enrollment results that will sustain the number of ID majors at or near current enrollment levels.
2. Grow the ID Program Partner membership by recruiting additional companies while retaining and enhancing the existing partnerships. **COMPLETE, added one new partner**

#### *ITEC Internship Program*

1. Survey employers and interns on best practices and ideas for improvement.
2. Share internship best practices with CBT and discuss strategies for implementation.

## Marketing

1. Apply for UDTA (Greg, Sri, Marsha)—Linked to College-wide goals # 1, 6
2. Increase recruitment efforts for the marketing program (Marketing Curriculum Committee)-- Linked to College-wide goals #6
3. Develop scholarship opportunities for SCM (Greg, Steve)-- Linked to College-wide goals #4, 7
4. Develop collateral promotion pieces for SCM (Steve, Marsha, Greg)-- Linked to College-wide goals #1, 6
5. Pursue a 2 plus 2 program with community colleges (Marketing Curriculum Committee)--Linked to College-wide goals #4, 6

## Management Information Systems

1. Increase recruitment efforts for the MIS program--Linked to College-wide goals #6
2. Get approval of MIS Software Quality Assurance minor-- Linked to College-wide goals #4,
3. Develop Scholarship opportunities for the MIS program-- Linked to College-wide goals #4, 7
4. Pursue a 2 plus 2 program in MIS with Central Community College-- Linked to College-wide goals #4, 6

## MBA Program

1. Create a MBA advisory Board in 2011/12 (Goals 4, 9)
2. Develop the MBA policy handbook by April 2012
3. Rewrite Graduate Catalog content by April, 2012 (Goal 1)
4. Revise AoL system and processes by May 2012 (Goal 9)
5. Revisit curriculum; finalize any changes by March, 2012 (Goal 9)

## Economics

1. Integrate EL experiences into the curriculum of upper division economics courses by the Spring of 2012 – (Goals #2, #10)
2. Increase recruitment efforts by the Spring of 2012 (Goal #6)
2. Continue to provide student research opportunities and showcase results (Goal #8)

## Accounting and Finance

1. Revise department guidelines and procedures for peer review of teaching. (Goals 8, 9)

2. Form a plan to take the accounting minor on-line. (Goal 9)

### Interior Design

1. Expand experiential learning opportunities through collaboration, outreach, and community service via the following (Goals 2, 4, 8, 10):

- *Increase student organizational participation and attendance*
- *Collaborate on NAHB competition with ITEC*
- *Reinstate Loper Challenge Collaboration with University*
- *Require Community Service Component from all Sophomore, Junior, and Senior Students in Program.*

2. Revise and update the relevance and currency of the Interior Design program to better equip students to meet the high level of industry expectations via the following (Goals 2, 3, 4, 8, 10):

- *Define and institute Portfolio Review Process*
- *Increase Technology and Skills to match industry*
- *Revise Curriculum and Update all courses to meet CIDA accreditation standards*

### Family Studies

1. Increase Family Studies Student professionalism by encouraging students to participate in one, all or a combination of the following activities:

Family Studies Student Organization/UNK CRF

\*membership and participation

Mock interviews, resume checks, interview dressing information

\* available through CRF group meetings, FSID 404, and UNK

Career Services

Training on cell phone and email etiquette

\* provided through Family Studies Student Organization

Blackboard

Guest speaker presentations

\* in-class and CRF meetings (Goal 3)

2. Efforts will be made to connect to high schools, community colleges, and on-line degree and certificate programs and to use these connections as recruitment for the Family Studies program and to identify complimentary course offerings across partner institutions. Identify one Family Studies faculty to be the contact person and to complete initial contacts and course identification during the 2011-2012 academic year. (Goals 4, 6)

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

1. Increase # of direct entrepreneurship assistance at least 7/90% clients to reach at total of 15 for-profit entrepreneurs (expected that 4-5 of 7 will relate to the Gallup EAS program) by July 2012. (Goal 4)

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 2012. (Goals 2, 4, 7)

## 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*
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.
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*
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*

## Center for Economic Education

1. Increase contact with prospective students through workshops, classes and other student activities. *(Linked to Goals 4 and 6)*
2. Expand delivery of workshops, classes and other teacher-training opportunities through the use of Distance Learning. *(Linked to Goal 8)*
3. Increase Center involvement College of Education methods course. *(Linked to Goals 3 and 8)*
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)*

## Nebraska Business Development Center – Procurement and Technical Assistance Center

### Faculty Development Committee

1. Plan and conduct a workshop/seminar focused on teaching strategies to meet the needs of international students (Goal 5)
2. Plan and conduct at least two CBT Research Seminars in 2011/12 (Goal 5)

### Academic Affairs Committee

1. Advise the Dean and Faculty on pros/cons of eliminating the “30 of the last 36 hours” requirement

### Faculty Affairs Committee

### AoL Committee

Work with faculty to develop "core course refreshers" that students can access online and which will provide reinforcement of the key concepts of each core CBT:BD course. At least one "refresher" will be completed by May 2012. (Goal #6 - "achieve higher levels of student outcomes")

#### Student Affairs Committee

1. Develop an advising syllabus template for CBT faculty before fall advising begins (Goals 5, 8)
2. Provide a recommendation to the Dean about enhancing assessment of CBT advising (Goals 5, 8)

#### Dean's Advisory Committee

1. Provide requested input on CBT capital improvement priorities for WSTC, OTOL, and the Driving Range.
2. Examine classrooms in WSTC and OTOL and provide prioritized recommendation on updates to surfaces, lighting, sound, and furniture.