



Mission Statement:

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

Vision Statement:

The College of Business and Technology will be recognized as a leading, professional college in Nebraska and the surrounding region that promotes academic, social and economic development.

Strategic Goals and Objectives (Completed items marked with a ✓; Significant progress marked with *):

1. **Develop and communicate a distinctive CBT brand**
 - a. The Dean and Chairs Council will develop a CBT positioning statement and points of parity and points of distinction by October 30th, 2009.
 - b. Apply for one Departmental teaching award in 2009/10 (Marketing). ✓
 - c. Work with the CBT Dean and Graduate Dean to develop a UNK MBA brand; target Fall 2010 for 2011-2012 promotion (MBA). *
2. **Provide increased experiential learning opportunities for students**
 - a. Require a significant experiential learning activity by all CBT graduates by 2012 (Dean and Chairs Council).
 - b. Revise all course syllabi to include “real world” experiential learning activities for students for each Industrial Distribution course as appropriate utilizing the Industrial Distribution Simulation Laboratory to its fullest potential by spring 2010 (Industrial Distribution). ✓
 - c. Develop an awareness of summer experiences available to all underclassmen through video, presentation or written correspondence by January 2010 (ITEC Internships). ✓
 - d. Continue measuring the impact of experiential learning on CBT:BD students in conjunction with the senior exit survey (Dean’s Office). ✓
 - e. Continue administering & double the number of CBT students participating in experiential learning programs by summer 2011 utilizing outside funding sources (CRRD/Business Internship Office).
 - f. Develop a marketing research laboratory (Dean’s Office). ✓
 - g. Facilitate more international experience for CBT students, including internships, study abroad and travel (CRRD and Business Internship Director). ✓

h. Secure an investment fund for use in the finance curriculum (Dean's Office). *

3. Increase CBT involvement with external stakeholders.

- a. Have at least two marketing faculty members and two/three marketing students attend the College Advisory Board luncheon for networking purposes (Marketing). ✓
- b. Create an online Marketing newsletter in both fall/spring semesters (Marketing). ✓
- c. Develop a list of five possible activities in which to engage advisory board members during advisory board meetings by December 2009 (Family Studies). ✓
- d. Conduct one advisory board meeting engaging members in at least one of activities developed from the list above by May 2010 (Family Studies). ✓
- e. Initiate one database of alumni by December 2009 (Family Studies). ✓
- f. Conduct one advisory board meeting during spring semester by May 2010 (Interior Design). ✓
- g. Initiate one Outstanding Alumni Award for professional and/or creative activity by May 2010 (Interior Design).
- h. Create a database of MBA graduates using MBA Office, Alumni House and Graduate Studies resources by March 2010 (MBA Program). *
- i. The Department of Accounting and Finance will create a charter for the Accounting Advisory Board by the end of this academic year (Accounting). ✓
- j. The Department of Accounting and Finance will, by the end of the current academic year, expand circulation of our department newsletter to the full alumni list (Accounting and Finance). ✓
- k. Require all students in Automated Office Systems (BSED 302) to visit an area high school and interview the business teacher/FBLA Advisor (Business Teacher Education). ✓
- l. Develop/Create either a Question Button or BLOG that could be used to answer questions on current event topics (Economics/BSED). ✓
- m. Engage regional industry leaders and entrepreneurs with CBT & CBT Center Services by developing and implementing two networking or professional development opportunities by Summer 2011 (CRRD).
- n. Engage businesses, organizations, and/or local community partners with CBT & CBT Center Services by conducting two market or community research projects per year (CRRD).
- o. The NSC will identify and engage one new stakeholder in 2009-10 (Nebraska Safety Center). ✓
- p. Engage 24 long-term clients of five hours or more of consulting (NBDC).
- q. Cultivate 30 extended engagement clients (NBDC).
- r. Submit a SBA Annual Business Nomination (NBDC).
- s. Produce at least two success stories (NBDC).
- t. Loan packages approved of \$2.7 million (NBDC).
- u. Identify the five largest Nebraska Telecommunications Companies, assess the company needs, familiarize them with the UNK-TM program and create a list of those companies interested in developing a partnership with the UNK-TM program. (Telecommunications Mgt.) ✓
- v. Establish a mutual partnership with two of the identified companies through on-site meetings and presentations. The companies may present their needs to the UNK-TM students and faculty via company showcases, campus visits, course presentations and requests for UNK-TM student/faculty research projects. (Telecommunications Mgt.) ✓

4. Increase incentives and support to enhance teaching, scholarship and service

- a. Establish a fund to reward the publication of refereed journal articles by fall 2009 (Dean's Office). ✓
- b. Revise the CBT Guidelines for Evaluation, Promotion and Continuous Appointment (Tenure) to align with 2008 UNK Guidelines by spring 2010 (Faculty Affairs Committee). ✓

5. Expand upon UNK recruitment efforts

- a. Develop one high school interior design competition for junior/senior students by May 2010 (Interior Design).
 - b. Develop a transfer guide with all community colleges within 150 miles of UNK that establishes a clear transfer agreement into the Construction Management program by April 2010 (Construction Management). *
 - c. Identify ten ESU 10 TECHS High Schools with telecommunication networking programs and establish an educational high school/university relationship by January 2010 (Telecommunications Management). ✓
 - d. Conduct four UNK TM student and faculty visits/presentations to four top TECHS High Schools. ✓
 - e. Contact UNK undecided students and promote business teacher education major. BTE Advisor will visit area high schools and COE activities to promote business teacher education major. All high schools participating in the state PBL Business Competition will receive UNK recruitment packets, including information on the business teacher education program (Business Teacher Education). ✓
 - f. Enhance web presence for department: Update faculty information, suggested 4 year program of study, professional links, develop/create Department information and Questions Button or BLOG by May 2010 (Economics). ✓
 - g. Visit key personnel at Central Community College, Mid-Plains Community College by spring 2010 to discuss transfer opportunities (Dean). *
 - h. Make contact with prospective students by November 1, 2009 (Department Chairs and Dean).✓
6. **Enhance external fundraising (including sponsored projects, private support, etc.)**
- a. Develop federal earmark proposals by fall 2009 (CBT Dean's Office).✓
 - b. Apply for a Business and Industry Education (BIE) grant from the United States Department of Education by December 2009 (CRRD). ✓
 - c. The Nebraska Safety Center will apply for at least one new grant, contract, or other funding opportunity in 2009-10 (Nebraska Safety Center). ✓
7. **Instill professionalism in CBT graduates**
- a. Require all Administrative Strategy and Policy (BMGT 495) students to wear appropriate business attire for their presentations by spring 2010 (Management). ✓
 - b. Conduct training sessions for all interns covering topics of business etiquette, time managements and expectations of employers by summer 2010 (ITEC Internships). Revise the CBT Guidelines for Evaluation, Promotion and Continuous Appointment (Tenure) to align with 2008 UNK Guidelines by spring 2010 (Faculty Affairs Committee). ✓
 - c. Develop two potential professionalism workshop topics for embedding within the Essential Core, and develop one workshop topic relevant to each of the three tracks (Generalist, CPA, Human Services) for embedding within the track; begin implementation with fall 2010 (Essential Core), and fall 2011 (individual tracks) (MBA Program).
 - d. The Department of Accounting and Finance will sponsor meetings each semester of this academic year with senior Accounting students and local Accounting professionals to enhance oral communication skills of our students (Accounting). ✓
 - e. Require all students in Senior Seminar (ECON 485) to wear appropriate business attire for their presentations by Spring 2010 (Economics). ✓
 - f. Establish a 'professionalism' learning goal to be incorporated into AoL assessment activities by spring 2010 (AoL Committee).
 - g. Develop a strategy to address utilization and effectiveness of career placement services by spring 2010 (AoL Committee).
8. **Achieve higher levels of student academic outcomes.**

- a. Increase 5% of the average composite percentile scores of the AKBD examination taken by seniors as reported by NKBA by August 2010 (Interior Design).
 - b. Evaluate and score all NCIDQ practice examinations taken by senior interior design studio students by March 2010 (Interior Design). *
 - c. Results from the recent Major Field test indicated that management students scored in the 45th percentile for their knowledge of international issues. Therefore, the Management Department will offer an introduction to global business course (100-level) as an elective option for all Management Emphasis students available starting in the 2010/11 academic year (Management).
- 9. Expand delivery methods of course offerings to better serve student needs**
- a. Offer an online Bachelor of Science in Business Administration Degree Completion program by fall 2010 (CBT Business Chairs and Dean).√
 - b. In the Spring 2010, offer BMGT 380 and 401 as web-based courses for inclusion in the online degree completion program (Management).
 - c. Develop and offer one section of 351 for online offering by fall 2012 (FSID – Crosswhite). *
 - d. Develop and offer one section of a graduate level class for online offering by fall 2010 (FSID – Moore).
 - e. Conduct one review of literature addressing convenience learning in Interior Design programs in colleges/universities and write a list of recommendations for future consideration to assist in planning convenience learning opportunities by May 2010 (Interior Design).
- 10. Ensure the CBT curriculum is current relevant**
- a. Monitor and review the official NCFR (National Council Family Relations) curriculum framework for revisions/updates in curriculum to maintain eligibility for certification and recommend changes/updates in courses to align with NCFR framework by August 2010 (Family Studies). √
 - b. Review all Family Studies course descriptions and revise as necessary by August 2010 (Family Studies). *
 - c. Explore and write one recommendation paper with rationale for offering mixed media/methods of delivery of courses by August 2010 (FSID – Stolzer and Moore). *
 - d. Pilot one course using mixed media/methods based on recommendations outlined in paper above by 2011-12 (FSID – Moore). *
 - e. Review both CIDA and NKBA Accreditation Reports from 2008 and make plans to address concerns and strengths noted to insure maintenance of CIDA and NKBA accreditations by February 2010 (Interior Design). √
 - f. Review all course descriptions/course titles/pre-requisites and revise as appropriate by February 2010 (Interior Design). √
 - g. Review and revise as necessary the entire ASM curriculum to ensure compliance with: 1) College, Department, and Program goals and outcomes, 2) current industry standards, 3) FAA approved Pilot School compliance, 4) Otis Air Service contract compliance, 5) appropriate prerequisites, 6) accreditation parameters, and 7) course content by October 2009 (Aviation Systems Management). √
 - h. Implement planned Program changes effective fall 2010; submit changes to Graduate Council Committee II; schedule fall 2010 classes to reflect changes (MBA Program). √
 - i. The Department of Accounting and Finance will, by the end of the current academic year, develop a plan to build into the finance curriculum a progression of spreadsheet skill development (Finance). √
 - j. Development of multiple courses to meet new General Studies Guidelines (Economics and Agribusiness).
 - k. Establish a 'technology' learning goal to be incorporated into AoL assessment activities by spring 2010 (AoL Committee). √
 - l. Develop a supply chain management curriculum by 2012 (Dean's Office and Department of MKT/MIS).