

**Indiana University Kokomo**  
***Academic Strategic Planning 2008-2009***

School/Division: School of Business  
Submitted by: Dr. John F. Wellington, Interim Dean  
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Strategic Priority	Target	Unit Action Plan	Unit Metric
<b>Strategic Priority I: Attain Fall Enrollment of 3,010 by 2011</b>	1.0 Increase total fall undergraduate and graduate enrollment by 2% annually from 2006 to 2011	<p>Send letters to prospects: students sitting for SAT, Ivy Tech graduates, IUK stop-outs. →</p> <p>Develop new media contacts. →</p> <p>Plan open houses (informational →sessions) for prospective undergraduate and MBA students.</p> <p>Increase available and completed →student internships.</p> <p>Increase the School's visibility to →public and prospects:</p> <ul style="list-style-type: none"> <li>i. Faculty participation in VIP Day.</li> <li>ii. Advertise/promote in high school newspapers, public billboards, and 4/1 flyers.</li> <li>iii. Involve School alumni in promotion.</li> <li>iv. Develop a public lecture series.</li> </ul>	<p>Number of responses, new admits, transfers, stop-outs readmitted.</p> <p>Number of newspaper, electronic and print media interviews.</p> <p>Number of events and attending prospects.</p> <p>Number of available and completed internships.</p> <p>Number of encounters.</p>

<p><b>Strategic Priority II: Improving Bachelor's Degree Graduation Rates</b></p>	<p>2.0 Increase baccalaureate graduation rate by 1% per year for the cohort beginning 2002, with an end goal of reaching and sustaining a 30% six-year graduation rate for new first-time freshmen</p>	<p>Develop and promote graduation → among School of Business students in public forums including office area and web pages.</p> <p>Note: This is an initiative of the interim dean that does not appear in the School's Strategic Plan.</p>	<p>Number of promotions.</p>
<p><b>Strategic Priority III: Enriching the Campus Learning Environment</b></p>	<p>3.1 Identify and offer an array of regionally relevant degree programs comparable to other peer institutions</p>	<p>Increase multicultural and global awareness:</p> <ul style="list-style-type: none"> <li>i. Encourage student → participation in International Studies minor.</li> <li>ii. Increase global, → multicultural, and diversity content in the business curricula.</li> <li>iii. Develop new global → learning experiences.</li> </ul>	<p>Number of participating students in the minor and in business courses D301 and D302.</p> <p>Number of new experiences.</p> <p>Number of new experiences</p>
	<p>3.2 Implement an operational plan to launch the Health Education Center building project, that results in necessary</p>		

	<p>University approvals to proceed with the development of a program statement, including site placement, building functions, cost estimate(s), method of financing and other details sufficient to achieve progression to phase II, approval of financing. Phase I operational plan completed by 2008.</p>		
	<p>3.3 A new Campus Facilities Plan will be developed prior to the next biennial budget cycle for 2007-2009, with implementation consistent with emergent campus and IU priorities and budget availability.</p>		
	<p>3.4 All campus units will engage in program/unit assessment on an ongoing basis and will be able to demonstrate actions taken in response to the analysis of their assessment data.</p>	<p>Improve assessment plan and feedback mechanisms:</p> <ul style="list-style-type: none"> <li>i. Update gen ed in the →undergraduate curriculum to align with university changes.</li> </ul>	<ul style="list-style-type: none"> <li>i. Consistent and contemporary with campus approval of the new gen ed goals and their relation to learning goals of the business</li> </ul>

		<ul style="list-style-type: none"> <li>ii. Review and revise learning →outcomes (objectives) course grids in undergraduate and MBA programs.</li> <li>iii. Conduct surveys of alumni → and current students of the undergraduate and MBA programs.</li> </ul>	<p>curriculum. School's assessment mechanisms will incorporate the learning indicators.</p> <ul style="list-style-type: none"> <li>ii. Outcome of School's in-place assessment mechanism</li> <li>iii. Number of responses from surveys, quality of responses, and suggestions for improvement of learning.</li> </ul>
<p><b>Strategic Priority IV: Establish mutually beneficial partnerships with regional businesses, industries, governmental and non-profit organizations, and other educational institutions within strategically reasoned parameters that are consonant with the campus mission, vision, and commitments.</b></p>	<p>4.1 Kokomo levels of community engagement will equal or exceed other regional IU campuses in number of campus/community partnerships/projects; courses involving community engagement; students involved in campus facilitated community engagement, including internships and field research; faculty and staff who serve on area boards; community members who serve on</p>	<p>Increase engagement with students, alumni, and School's advisory board:</p> <ul style="list-style-type: none"> <li>i. Encourage course projects → with experiential components.</li> </ul>	<ul style="list-style-type: none"> <li>i. Number of course projects with experiential (linked to regional businesses) components.</li> </ul> <p>Number of projects by Students in Free Enterprise (SIFE) with external subjects.</p> <p>Number of projects in capstone courses with external subject firms and organizations</p>

	campus boards or participate regularly in campus projects	<ul style="list-style-type: none"> <li>ii. Grow the encounter and → activity of the School's Business Alumni Relations Council (BARC).</li> <li>iii. Develop a Center for → Venture Internships available and placed.</li> </ul>	<p>Number of internships that resulted in full-time employment for students.</p> <ul style="list-style-type: none"> <li>ii. History of annual activity with the council.</li> <li>iii. Investigate creation of the Center.</li> </ul>
<b>Strategic Priority V: Promote campus diversity to prepare our graduates to function in a multi-racial, ethnic, gendered, global environment.</b>	5.1 Kokomo will enroll racially and ethnically diverse students at a rate equal to or greater than the percentage of minority population in the region served by the campus		
	5.2 Increase percentage of diverse faculty and staff to more closely reflect racial and ethnic diversity of region by fall 2012	In searches for vacant faculty positions in accounting and finance, the School will seek diverse faculty. The same will be followed in search for permanent dean.	Record of applicants, interviewees, and appointments to vacant positions.
	5.3 Increase in the exposure to diversity/global content,	See above entry for: <b>Strategic Priority III: Enriching the</b>	See above entry for: <b>Strategic Priority III:</b>

	experiences, and pedagogies will constitute a discrete and substantial portion of the education of our graduates	<b>Campus Learning Environment</b>	<b>Enriching the Campus Learning Environment</b>
<b>Strategic Priority VI: Enhance the visibility of the campus with key community stakeholders and promote the value of the campus to the region.</b>	6.1 Develop and implement the new comprehensive external relations plan.	<p>Increase visibility and enrollment:</p> <p>i. Work with area businesses and → organizations.</p> <p>ii. Present lecture series. →</p> <p>Enhance student learning:</p> <p>iii. Explore opportunities with → partnerinternational institutions.</p> <p>See above entry for <b>Strategic Priority IV:</b></p>	<p>i. Number of companies visited, presentations made to community organizations, number of contacts with business advisory board.</p> <p>ii. Lecture series planned and launched (yes, no).</p> <p>iii. Number of exchange programs developed, number of participants.</p>
<b>Strategic Priority VII: Enhance the Role of Campus Scholarship/ Creative Work</b> <b>Goal 7.1:</b> Develop new campus and regionally-based avenues and opportunities, infrastructure, and	7.1.4 Increase the number of regionally-related/public research projects by 5% per year to a total increase of 25% above current level of	<p>Build intellectual capital of the School: by providing for more research support.</p> <p>i. Encourage faculty to apply for → research support such as URSI, grants-in-aid, summer</p>	<p>i. Number of grants secured, amount funded, quality and relevance of</p>

<p>resources for faculty, student, and staff research consistent with campus resources and regional needs.</p>	<p>activity by 2010</p>	<p>Faculty fellowships, CIBER and external support.</p> <p>ii. Promote the value and → importance of research to the administration.</p> <p>iii. Encourage faculty to utilize → research and creativity center.</p> <p>iv. Review faculty development → guide.</p> <p>v. Collect data relating to research → contribution at similar schools.</p>	<p>research supported, number of participating faculty.</p> <p>ii. Number of:  research awards received by business faculty  sabbatical leaves  peer reviewed articles published  peer-reviewed presentations  citations, and  other intellectual contributions</p> <p>iii. Number of faculty involved with the Center and projects supported by the Center.</p> <p>iv. Completed or not.</p> <p>v. Identify peer groups. Seek 5 comparable schools of business and 2 aspirational. Collect data for benchmarking.</p>
	<p>7.1.5 Increase the number of externally funded research projects by 50%</p>	<p>See Goal 7.1 and Item 7.1.4 above.</p>	<p>See Goal 7.1 and Item 7.1.4 above.</p>

	by 2010		
	7.1.6 Provide additional infrastructure and resource investment consistent with supporting the target scholarly/creative objectives listed above.	<p>i. Promote the value and importance of research to the administration. →</p> <p>ii. Encourage faculty to utilize Research and Creativity Center. →</p>	<p>Number of:  research awards received by business faculty  sabbatical leaves  peer reviewed articles published  peer-reviewed presentations  citations, and  other intellectual contributions</p> <p>Number of faculty involved with the Center and projects supported by the Center</p>
<p><b>Strategic Priority III: <u>Enriching the Campus Learning Environment</u></b></p> <p><b>Strategic Priority IV: Establish mutually beneficial partnerships with regional businesses, industries, governmental and non-profit organizations.....</b></p> <p><b>Strategic Priority V: Promote campus diversity to prepare our graduates to function in a multi-racial, ethnic, gendered, <u>global</u> environment.</b></p>		<p>Note: The following are initiatives of the interim dean that do not appear in the School's Strategic Plan. However, they support the School's and the campus' strategic goals.</p> <p><b>Initiative 1: The Intellectual → Property Project (IP)</b></p> <p>In Fall 2008 and Spring 2009 IUK MBA and undergraduate students will research the commercial promise of at least two properties of the Indiana University Research Technology Corporation (IURTC).</p>	<p>Completed business analysis including business plan for taking the product, service, or technology to market. Satisfaction of the staff of the IURTC and the entrepreneur with the analyses and plan.</p>



<p><b>Strategic Priority VI: Enhance the <u>visibility</u> of the campus with key community stakeholders and promote the value of the campus to the region.</b></p>		<p><b>Initiative 2: Learning Experience in the Business and People Cultures of a Different Part of the World.</b></p> <p>This is a learning experience → designed for 5 undergraduate students to study the potential of a central Indiana product, service, or technology in the markets of a subject country (China, France/EU, or Mexico). Students will study the promise of the product in a new/first-time market; its growth in an existing market in the country of study; or the potential for re-entering the market of the subject company. The experience includes a contract with a university in the subject country for delivery of an on-site short course relating to ‘how to do business in that part of the world.’</p> <p>The experience includes a trip to the subject company for the short course and for conducting market research on-site for the central Indiana product and its business entity. The expenses of airfare, transfers, accommodations, and short course to be covered by a gift or grant.</p> <p>The experience is housed within the School’s 3-credit undergraduate course</p>	<p>The content and quality of the marketing plan developed by the participating students and its perceived value as seen by the executives/managers of the subject company.</p> <p>Growth of the participating students in understanding the conduct of business governed by different language, culture, law, and population of buyers.</p> <p>Understanding the benefit of trade to growing the workforce, payroll, and income of central Indiana workers and businesses.</p> <p>Identification of prospective market(s) for central Indiana product, service, or technology.</p> <p>See funding through the Indiana University</p>
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		<p>in international business. The study is market research that has promise to grow revenue, employment, and income in central Indiana. It is not a study in off-shoring.</p>	<p>President's call for proposals for \$1 million in funding for international/diversity learning experiences.</p>
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