



STRATEGIC PLAN 2020–2025

Goals





SCHOOL OF BUSINESS

STRATEGIC PLAN 2020–2025

— Vision —

The School of Business serves as a catalyst to advance education and economic development in the state of Arkansas

— Mission —

The School of Business provides business education, delivered by research engaged faculty, to prepare students for professional success and career advancement, in partnership with the business community.

— Core Values —

- Commitment to the success of our students, colleagues, and community.
- Integrity in our professional conduct.
- Commitment to continuous improvement.
- Accountability for our actions and results.

MISSION ALIGNED IMPACT

Mission Statements	Category of Impact
Provides business education	Teaching and Learning Impact
Research engaged faculty	Academic Impact
Prepare students for professional success and career advancement	Student Career Success
Partnership with the business community	Business Community Impact

Strategic Initiatives with Mission Alignment

Teaching and Learning

- Provide quality business education
 - Improve online education delivery
 - Increase real-world experiences for students
- Create strategies to increase retention
- Continuous review of the curriculum
- Provide online training for faculty

Research Engaged Faculty

- Provide travel and research support for faculty
- Provide opportunities for consulting and expert training

Student Career Success

- Continue Career Catalyst program with appropriate workshops
- Increase employer participation in the life of the School

Partnerships with the Business Community

- Provide professional training on an as-needed basis for companies
- Provide events with current knowledge for business professionals
- Continue development activities to raise awareness and funds for the School.

Mission Aligned Impact Outcomes and Metrics

TEACHING AND LEARNING IMPACT		
Initiatives	Impactful Outcomes	Metrics
Provide Quality Business Education	Career Ready Graduates with Current Discipline Knowledge and Skills	<ul style="list-style-type: none"> • Enrollment • Persistence Rate (native/transfer and full-time/part-time) • Number Graduates in Each Program • Percent of Graduates of Enrolled Students • Graduating Senior Satisfaction • Percent Faculty Evaluation on Teaching • AACSB Accreditation
Improve Online and Hybrid Education Delivery	Quality Education for Online and Hybrid Students	<ul style="list-style-type: none"> • Persistence Rates for Online and Hybrid Students (native/transfer and full-time/part-time) • DFW Rates (native/transfer and full-time/part-time) • Differences between Persistence Rate and DFW Rates for All Instructional Modalities • Time to Degree (native/transfer and full-time/part-time)
Increase Real-World Experiences for Students	Career Ready Graduates	<ul style="list-style-type: none"> • Number of Internships (native/transfer and full-time/part-time) • Number of Business-based Projects • Number Participants in Student Competitions • Number of ASBTDC Projects • Participation in Student Organizations
Create Strategies to Increase Persistence	Decrease Time to Degree	<ul style="list-style-type: none"> • Increase Persistence Rates (native/transfer and full-time/part-time) • Time to Degree (native/transfer and full-time/part-time)
Continuous Review of the Curriculum	Students with Up to Date Knowledge	<ul style="list-style-type: none"> • Focus Group Input of Curriculum by Internal and External Constituencies
Provide Online Training for Faculty.	Faculty with Appropriate Tools for Online Pedagogy.	<ul style="list-style-type: none"> • Number Trainings Offered • Number Faculty Participation in Trainings • Student Satisfaction of Online Courses

ACADEMIC IMPACT

Initiatives	Impactful Outcomes	Metrics
Provide travel and research support for faculty	<ul style="list-style-type: none"> • Faculty with current knowledge in their fields • Add to the body of both practitioner and pedagogical knowledge 	<ul style="list-style-type: none"> • Number of Publications ABD List • Number Citation Counts • Number Best Paper Awards • Number Journal/Paper Reviewers • Number Academic Association Leadership Positions • Number of Practitioner Journals and Articles
Provide opportunities for consulting and expert training	<ul style="list-style-type: none"> • Providing expertise to the business community 	<ul style="list-style-type: none"> • Number of Training Events Performed • Number of Expert Witnesses • Number of White Papers • Number of Corporate Board Membership • Number of Nonprofit Board Membership • Satisfaction Survey of Trainees

STUDENT CAREER SUCCESS IMPACT

Initiatives	Impactful Outcomes	Metrics
Continue Career Catalyst workshops	<ul style="list-style-type: none"> • Student readiness for the workplace • An improved lifestyle of students with limited income 	<ul style="list-style-type: none"> • Number of Placements • Salaries at Employment • Number of Career Catalyst Participants • Number of Graduates with Pell Grants • Number of First-time in College Graduates
Increase business community participation in the life of the School	<ul style="list-style-type: none"> • Increased opportunities for students 	<ul style="list-style-type: none"> • Number of Employers at Career Fair and Internship Market • Number of Business Speakers in the Classroom • Number of Business Individuals' Participation in Career Catalyst Events

PARTNERSHIP WITH THE BUSINESS COMMUNITY

Initiatives	Impactful Outcomes	Metrics
Provide professional training on an as-needed basis for companies	<ul style="list-style-type: none"> • Providing expertise to the business community 	<ul style="list-style-type: none"> • Number of training events performed • Satisfaction survey of trainees
Provide professional CPE events	<ul style="list-style-type: none"> • Increased expert knowledge in the community 	<ul style="list-style-type: none"> • Number of events • Number of attendees • Satisfaction survey
Continue development activities to raise awareness and funds to the School	<ul style="list-style-type: none"> • Funds to support student and school initiatives. 	<ul style="list-style-type: none"> • Number dollars given to the School • Number of sponsorships for events
Provide service opportunities for nonprofit community organizations	<ul style="list-style-type: none"> • Assist nonprofits in areas of need to carry their mission 	<ul style="list-style-type: none"> • Number hours in service for BGS service days • Number of participants in BGS service days

UA LITTLE ROCK

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and economic development in
the state of Arkansas.



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