

W. Frank Barton School of Business  
Strategic Plan Update (Fall 2017)

Goal 1: Provide an applied learning or research experience that increases employability skills for every Barton School student by August 2019.

- Began process with advisory boards
- Created two new advisory boards (total departmental boards = 4/5); one under development
- Launched Professor-For-A-Day Program in Spring 2015
- Applied learning experiences in many classes (marketing, finance, management, economics, MIS); need to work on comprehensive coverage.

Goal 2: Pioneer an educational experience for all that integrates interdisciplinary curricula across the university.

- M.S. in Global Supply Chain Management (jointly with Engineering) to start in Spring 2018, pending KBOR Approval.
- Undergraduate Certificate in Data Analytics (all 5 business departments collaborate).
- Interdisciplinary degree program in Data Analytics on hold pending resource decisions.

Goal 3: Capitalize systemically on relevant existing and emerging societal and economic trends that increase quality educational opportunities.

- Fully online undergraduate degrees in general business and management.
- Hybrid MBA launched Fall 2016.
- Online MBA starts in Spring 2016
- New required “Foundations of Business” class on hold till 2018-20-19.

Goal 4: Accelerate the discovery, creation and transfer of new knowledge.

- In FY18, the School offers eight competitive summer research support at \$8,000 each. FY19 goal is to offer 10 at \$10,000 each.
- Increased FY18 conference travel support for faculty by 18.9% over FY17 to \$97,100. Goal is to provide \$100,000 in support by 2019.
- Professional development funds made available to non-tenure track faculty (\$1,000 each) and staff (\$500 each).
- Began publishing electronic Research Bulletin in Summer 2016.

Goal 5: Empower students to create a campus culture and experience that meets their changing needs.

- Launched Professional Edge Program in Fall 2017: 146 students enrolled.
- Will conduct student needs survey in spring 2018; every 3 years thereafter.

Goal 6: Be a school that reflects—in staff, faculty and students—the evolving diversity of society.

- Collected data for baseline metrics using FY16 data for diversity of students, faculty and staff.
- Target proportions to be established in 2017-2018.
- Plans to hire recruiting coordinator by December 2017.
- In 2017-2018, strengthen recruiting activities targeted at underserved populations and I-35 corridor.
- In FY18, awarded more than \$300,000 in scholarships to underserved population and those with financial need.

Goal 7: Create a new model of assessment, incentive and reward processes to accomplish our vision and goals by May 2017.

- Initial discussions to implement Uniscope model in Spring 2017.
  - Initial plans in 2017-2018.
  - Target scheduled adoption in 2018-2019.