Initiatives from College of Business Strategic Planning Meeting (10/04/10)

**Academic, Scholarly, Creative Excellence**

- Maintain external accreditation
- Raise admission standards
- Reward excellence through distinguished professorships, endowed chairs
- Expand summer research stipends (more and larger)
- Provide more professional development in technology
- Increase salaries to nationally competitive levels
- Provide more funding for professional development – travel, tuition, and registration fees
- Conduct continual curriculum evaluations
- Focus continually on assessment of outcomes

**Student-Focused Environment**

- Build culture of comprehensive value-added assessment
- Increase institutional funding of faculty-student research
- Focus on placement and performance of students on certification exams
- Assess outcomes of students’ education in core skills (writing, reading, math, critical thinking)
- Commit resources to academic advising
- Provide students with personal finance training
- Provide students with more opportunities for experiential education
- Increase retention rate
- Increase faculty control and oversight of online courses

**Improvement/Innovation in Facilities/Technology**

- Increase off-campus internet access – provide software/hardware
Improve dorm life
Add residential colleges
Continuously update software and hardware
Build/retrofit to LEED-certified building standards
Alleviate parking problems—build parking deck?
Preserve mature trees
Maintain Georgian architecture

**Engagement with External Partners**
Increase internship opportunities
Recruit recent graduates to mentor juniors & seniors in career search and success
Increase use of SBANC
Develop international partnerships
Promote joint academic programs
Promote faculty exchanges—international, business, extension units
Promote RSO-sponsored speakers
Increase offerings in continuing-education certification

**Diversity**
Seek geographic diversity in national and international recruiting
Seek cognitive diversity
Seek economic diversity
Promote cross-cultural communication
Create an on-campus culture of principled understanding of agreement to disagree
Compare/match university diversity to that of state population
Integrity

Enforce academic integrity policy

Promote culture of assessment and accreditation

Increase public awareness of students’ achievements—create good publicity for UCA

Act with transparency at all levels

Ensure accurate and responsible advising of all students