Spring Faculty and Staff Meeting 2015
First------
A huge thank you to Associate Dean Doug Turner for a job well done!!!
Funding News for 2014-15!
A Day in the Richards College

• The Richards College of Business once again reached 100% participation in A Day!!!
• Not only are we the first college in UWG history to have 100% participation, we are also the only college to have reached that level THREE YEARS IN A ROW!
Accounting Scholarships

• Two alumni (married couple preferring not to be named at this time) made a legacy gift of $200,000 for an accounting student scholarship.

• While we hope not to collect on the gift for many years to come, we are very excited that they believe in our students and our programs enough to include us in their will.
Indigo Scholarship

• UWG alum Eric Hurley will fund two $1,000 scholarships for the next five years. Requirements for recipients are:
  – Business Student
  – Minority Student
  – Technology Studies
  – GPA 2.5
  – Financial Need
Scholarship

• Alum Leonard Moreland and his wife Kay have made a legacy gift of up to $100,000 to benefit Richards College students with financial need.
UWG Scholarship

• Richards College alum and Board of Advisors member Fred O’Neal has made a legacy gift of $250,000 for the recruitment and retention of minority students at UWG.
The Center for Economic Education received a $25,000 grant from the SunTrust Foundation to launch a series of financial literacy workshops.

The Center for Economic Education will also receive a $25,000 grant from the Wal-Mart Foundation to continue its work!
CBER Grant

• The Center for Business and Economic Research received a $10,000 grant from the John and Mary Franklin Foundation.

• This is the 7th consecutive year that John and Mary Franklin Foundation has supported the CBER.
Study Abroad Scholarships

- Richards College Professor Leland Gustafson donated over $10,000 to create the Gustafson Economic Travel Scholarship.
Study Abroad Scholarships

• Alum Woody Alderman has pledged $2,500 annually for the next five years to fund two study abroad scholarships for business students.

• Requirements for students are financial need, GPA of 2.5 or above, and limited travel experience.
Southwire Gift

• Southwire has made a commitment to $40,000 gift to fund two 4-year scholarships for incoming students in the Southwire Sustainable Business Honors Programs.

• Thank you, Stu!
Scholarship!

• John Wasdin has signed a very generous commitment for a legacy gift to establish an endowed scholarship fund for student athletes majoring in business.
Helen Harper Burton Memorial Scholarship

- During 2015, Richards College Professor Jim Burton donated over $12,000 to the Helen Harper Burton Memorial Scholarship to honor his mother.
Legacy Gift

- A friend of UWG who prefers to remain unnamed at this time has made a legacy gift to benefit the Richards College of Business.
Richards College of Business Visionary Endowment

Current total:
Cash $339,775
Pledges $210,000
Total $549,775
From UPC
Request for vote to change BBA Learning Goal 4

Current LG 4:
• Possess a basic knowledge of accounting, economics, finance, the legal environment of business, management, and marketing.

Proposed LG 4:
• Possess a basic knowledge of accounting, economics, finance, the legal environment of business, management, management information systems, and marketing.
New Certificate

- The goals of the program are to promote student engagement in the business curriculum starting freshman year and to delineate a smooth transition from college life to a successful professional business career.

- The program emphasizes the key areas of financial literacy, ethics, communication skills, experiential learning, leadership and citizenship.

- Each year, students complete between two and four components.
Freshman Year:
Financial Literacy & Ethics

• Complete XIDS2002 or BUSA 1900
• Complete Academic Integrity module
• Participate in one academic, artistic, social, or sports event held at the university
Sophomore Year: Communication Skills

• Complete ABED 3100 or ORAL COMM

• Complete one communication skills workshop:
  – Writing Center workshop
  – Career Services resume building workshop
  – Mock job interviews in career center
  – Center for Academic Success workshop

• Participate in one academic, artistic, social, or sports event held at the university
Junior Year: Experiential Learning

• Choose two experiential learning activities:
  – Short study abroad trip
  – Supervised research project
  – Member of the Student Government Association
  – Officer of a student organization, fraternity or sorority
  – RCOB or university student ambassadors
  – Leadership training workshop

• Participate in an RCOB academic event:
  – BB&T Lecture
  – Executive roundtable
  – Future professor's lunch
  – Advising success Seminar
Senior Year: Transition Year

• Complete one semester-long learning experience:
  – Study abroad for one semester
  – Internship
  – Research assistantship
  – SRAP student
  – Part time or full time job in a business position

• Complete a "bridge" experience:
  – Completion of an RCOB Certificate
  – Completion of external professional certification (CFA, SAP, SAS, etc.)
  – Participation in RCOB Mentor Program
  – Completion of a graduate school admission test (GRE, GMAT, LSAT)

• Participate in one academic RCOB event

• Participate in one career services event:
  – Complete Career Vault
  – Participate in mock job interviews
  – Attend Career Fair
Title?

- Professional Pathway
- Professional Development
- Engagement and Leadership
- Experiential Learning
- Leadership and Citizenship
Upcoming Dates
Dates to Remember

- Fri, April 17
- Thurs, April 23
- Sat, April 25
- Mon, April 27
- Tues, April 28
- Wed, Aug 19
- Sat, Aug 22
- Mon, Aug 24
- Faculty vs. Student Softball
- Best of the West celebration
- Commencement
- Faculty Development Workshop
- UWG Pedagogy Conference
- Fall meetings – 9:00 Gen Fac and 11:30 College Fac/Staff
- Richards College Fall Party!
- Classes begin
## 2015-16 Time Table for Tenure and/or Promotion

All candidate packets are due to departments by September 15.

<table>
<thead>
<tr>
<th>From Department Committee</th>
<th>Negative Recommendations to Candidate due:</th>
<th>All Recommendations to Next Level due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Department Chair</td>
<td>October 5</td>
<td>Oct. 12 to Department Chair</td>
</tr>
<tr>
<td>From College Committee</td>
<td>November 2</td>
<td>Nov. 16 to Dean</td>
</tr>
<tr>
<td>From Dean</td>
<td>December 2</td>
<td>Jan. 4 to Provost</td>
</tr>
<tr>
<td>From Provost/VPAA</td>
<td>January 19</td>
<td>Feb. 2 to President</td>
</tr>
</tbody>
</table>
### 2015-16 Time Table for Post-Tenure Review

All candidate packets are due to departments by October 1.

<table>
<thead>
<tr>
<th>Recommendations to Next Level due:</th>
<th>All Recommendations to Candidate due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>From College Committee</td>
<td>October 26</td>
</tr>
</tbody>
</table>

### 2015-16 Time Table for Third Year Review

All candidate packets are due to departments by October 1.

<table>
<thead>
<tr>
<th>Recommendations to Next Level due:</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Department Committee</td>
<td>October 19 to Chair</td>
</tr>
<tr>
<td>From Department Chair</td>
<td>Nov. 2 to Dean</td>
</tr>
</tbody>
</table>
Reminder

• Renovations to Back Campus Drive are scheduled for Summer 2015.
Dean’s Update
Degrees Conferred

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY02</td>
<td>46</td>
<td>267</td>
</tr>
<tr>
<td>FY03</td>
<td>59</td>
<td>286</td>
</tr>
<tr>
<td>FY04</td>
<td>71</td>
<td>331</td>
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<tr>
<td>FY05</td>
<td>78</td>
<td>317</td>
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<tr>
<td>FY06</td>
<td>61</td>
<td>352</td>
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<tr>
<td>FY07</td>
<td>61</td>
<td>308</td>
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<tr>
<td>FY08</td>
<td>55</td>
<td>307</td>
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<tr>
<td>FY09</td>
<td>77</td>
<td>351</td>
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<tr>
<td>FY10</td>
<td>120</td>
<td>399</td>
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<tr>
<td>FY11</td>
<td>132</td>
<td>387</td>
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<tr>
<td>FY12</td>
<td>89</td>
<td>407</td>
</tr>
<tr>
<td>FY13</td>
<td>73</td>
<td>366</td>
</tr>
<tr>
<td>FY14</td>
<td>80</td>
<td>383</td>
</tr>
</tbody>
</table>
RCOB Study
Abroad Participants

![Graph showing the number of participants in RCOB Study abroad from FY01 to FY14. The numbers are as follows:
- FY01: 17
- FY02: 20
- FY03: 20
- FY04: 20
- FY05: 32
- FY06: 40
- FY07: 44
- FY08: 73
- FY09: 29
- FY10: 42
- FY11: 66
- FY12: 53
- FY13: 81]
### Accreditation and AACSB Issues
- Served as chair of AACSB Continuous Improvement Review team for fall 2014 visit; serve as member of two teams and chair of another for upcoming accreditation visits
- Led discussions of new AACSB standards on faculty qualifications; approved by fac vote on 9-15-14
- Led discussions of impact requirements in new standards; implementation in 2015-16
- Completed business and accounting CIR applications including new questions on eligibility and updated list of peer, aspirant, and competitor institutions

### Strategic Management
- Completed revision of Richards College Strategic Plan, including new vision, mission and strategic goals and endorsement of ethical values; approved by fac/staff vote on 4-16-14

### Student Development and Engagement
- Worked with Dean’s Council of Student Leaders for projects; planned each meeting around work topic for members
- Continued relationships with partner schools: ZUEL (hosted visiting faculty, funded associate dean visit to China), SUIBE (hosted guests on campus, revised MOUs) and FBS (visited two campuses to introduce president, revised MOUs, began work on joint degree), University of Hertsfordshire in UK (funded joint MBA class project)
- Completed articulation agreement with WGTC
- Presentations for three UWG 1101 classes
- Funded student competition in India and misc. student travel needs
- Hosted Future Faculty Luncheon, Richards College Scholarship Luncheon, Mentor Program, and Employer Showcase (Walmart.com)
- Introduced fall welcome (cookies and Ice cream) for all students; hosed orientation dinner for international students
- Participated in UWG Breakfast at Midnight Fall 2013
- Worked with Transportation Club of Atlanta to develop internship opportunities for students
- Implementation of Southwire Sustainable Business Honors Program, including accompanying students to Southwire for welcome luncheon and reception with Southwire Board of Directors
Faculty/Staff and UWG Engagement

• Held staff team building retreat
• Initiated Brown Bag series to foster collaborative research in College
• Held open faculty/staff meetings, lunch (breakfast) with departments, coffee with DAC members; fall party at Stone Mountain
• Funded training opportunities for faculty and staff
• Member, UWG Honorary Degree Committee
• Member, UWG Strategic Planning Committee; led sub-committee on partnerships section
• Engage West initiative: member of survey development team and implementation team
• Member of UWG Strategic Planning Committee and KPI team
• Member, Innovation Squad
• Chair, UWG Foundation Chief Operations & Administrative Office search committee
• Implemented FBS faculty exchange – first UWG participant Fall 2014
• Attended capital campaign seminar presented by UWG Advancement Office
• Presented Richards College Engage West results to LDI retreat
• Lead Dean for WebMBA: oversaw two orientations, faculty retreat, and governing board meetings; managed budget; implemented new marketing plan; led discussions of new AASCB standards; developed new SLA with USG; revised program MOU; represented WebMBA at USG Collaboratives meetings
• Assisted with preparations for and visit of SACSCOC team
• Attended Metro Atlanta Chamber event – Celebrating Entrepreneurship and Academic/Business Collaborations
• Participated in misc. campus events: SAS Analytics Summit, Honors Convocation, Roundtable, BGS, Studer seminars, Town Hall meetings, Alumni Awards Gala, CTL Pedagogy Conference, UWG Values Lecture, Presidential Inauguration, LDI retreats, etc.
• Met with each faculty in Econ Department and hired new chair for FY 2015

Personal and Professional Activities/Awards

• One article accepted for publication in Journal of Strategic Marketing
• Quoted in U.S. News & World Report, Times-Georgian, Valdosta Daily Times, and Global Atlanta; background interview with Bloomberg Business Week
• Completed Quality Matters online course on Designing Your Blended Course
• Atlanta Business Chronicle Who’s Who in Education
• Finalist, Leadership Character Award, Greenleaf Center for Servant Leadership
• Finalist, Academic Leadership for Entrepreneurs Award, Oxford Center for Entrepreneurship
• “Women in Business and Education: Developing the Game Plan for Success” presented at Oxford Roundtable on Women in Education, Oxford University
• Attended AASCB Deans Conference and Accreditation Conference; attended WAME (Women Administrators in Management Education) seminars at both conferences
• Attended AASCB Sustainability Conference
• Presented “The Impact of Technology on the B School and Accreditation” at AASCB 2014 Accreditation Conference, with John Kraft
• Attended SBAA Annual Conference and Summer Workshop
External Engagement

- Chair, USG Regents Advisory Committee Area F Review Task Force
- Chair (half year) and Vice Chair (half year), USG Regents Advisory Committee
- Member, Carroll County Chamber of Commerce Workforce Education Committee; attended Women’s Business Alliance seminar and Past Chairs luncheon; sponsored Lunch on the Chamber and Annual Membership Banquet
- Member, West Georgia Salvation Army Board
- Member, Heflin Industrial Development Board
- Member, West Georgia Youth Entrepreneur Academy Program Steering Committee
- Invited panelist at “Lean Way In: Women in Business” in Carroll County Chamber of Commerce Women’s Business Alliance seminar
- Host and moderator of “Women Empowering Women: Connect, Inspire, Lead” at Burson Center
- “Roundtable Discussion: The Mentor-Mentee Relationship,” invited facilitator at Georgia Association for Women in Higher Education Conference
- Invited panelist at “Women’s Leadership Empowerment Forum,” for Walmart Region 2 and Supply Chain Logistics Division employee development program
- Invited presentation to Carrollton Sertoma Club – update on Richards College
- Member, Carrollton Rotary Club; member Program Committee; presented program on UWG and RCOB international programs
- Educational partner with the Green Chamber of the South; attended various events
- Educational partner with MountainFest Atlanta
- Applied for E3 Awards hosted by Metra Atlanta Chamber; resulted in SSBH video on MAC website
- Expanded BB&T Lecture to include a breakfast with chamber and community members at the Burson Center
- Updated video on Richards College home page
- Participated in development of new video for SSBH homepage
- Expanded communications with Board of Advisors and Accounting Advisory Board to include five conference call updates annually
- Hosted dinner for prospective members of Accounting Advisory Board
- Expanded visibility in Atlanta by hosting Most Admired CEOs and Women Who Mean Business with the Atlanta Business Chronicle
- Hosted dedication of J. Mark Miller Hall
- Attended BB&T Health Care seminar in Atlanta
- Guest speaker on WLBB Community Voice radio program
- Met with members of Newnan and Coweta County to discuss collaboration opportunities
- Hosted Fed Day at UWG
- Participated in hosting delegation from Acharya Nagarjuna University
- Attended seminar for USG Collaboratives; met with various members of BOR staff throughout the year
- Hosted book signing and lecture by Becky Blalock, alum and retired CIO of Southern Company
- Assisted Carroll Tomorrow with new industry recruitment meeting
Fundraising Successes

- 100% participation of Richards College faculty and staff in 2014-15 A Day campaign, for third year
- Continued implementation of Southwire Sustainable Business Honors Program ($110,000 into endowment, $110,000 for program)
- Fuller E. Calloway Endowed Chair (50% salary stipend for tenure of Dr. Dutt)
- David H. Hovey Faculty Fellow ($50k) with possibility of continued funding for Distinguished Scholar ($100k)
- Continued funding from Johnson donation ($50k) for CBER, analytics certificate, and SAS Day
- SAS Institute grant ($26,000) for Center for Business and Economic Research
- Center for Business & Economic Research - $10,000 from Franklin Foundation (6th year)
- Mark Camp/Advantage Office Solutions -$20,000 (as part of $50,000 pledge for Visionary Endowment)
- McCleod Family Scholarship ($10,000) from Brian McLeod
- Implementation of annual $100,000 BB&T donation
- Grant from Wal-mart.com ($3,000) for Women’s Leadership and Empowerment
- Grant from Sun Trust Foundation ($25,000) for Center for Economic Education
- Economics Study Abroad Scholarship ($10,000) from Leland Gustafson
- Helen Harper Burton Scholarship ($17,800) from Jim Burton
- Wal-Mart Foundation grant ($25,000) for Center for Economic Education
- Accounting scholarship legacy gift ($200,000)
- Additional funding for McCalman Executive Roundtable ($5,000) from McCalman Foundation
- Scholarship for business student athlete scholarship ($25,000 over five years) from Angie and Mike McConnell
- Grant for Richards College Mentor Program ($12,000) from Jeff Culverhouse
- Study abroad scholarships ($12,500 over five years) from Woody Alderman
- Minority IS scholarships ($10,000 over five years) from Eric Hurley
- Planned gift from Hughes estate
<table>
<thead>
<tr>
<th>Objectives for 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic Management:</strong></td>
</tr>
<tr>
<td>• Complete Strategic Action Items for Plan implementation</td>
</tr>
<tr>
<td>• Complete documentation of alignment of College Plan with UWG Plan</td>
</tr>
<tr>
<td><strong>Accreditation and AACSB Issues:</strong></td>
</tr>
<tr>
<td>• AACSB CIR prep: dates and team members</td>
</tr>
<tr>
<td>• Business School Questionnaire and Accounting Program Questionnaire</td>
</tr>
<tr>
<td>• Complete process for impact documentation</td>
</tr>
<tr>
<td>• Serve on CIR teams for peer schools</td>
</tr>
<tr>
<td><strong>Faculty/Staff and UWG Engagement:</strong></td>
</tr>
<tr>
<td>• Engage West roll-out for College; work with chairs, and asst and assoc deans for departmental roll-out and implementation</td>
</tr>
<tr>
<td>• Work with UPC and GPC for curriculum revision implementation</td>
</tr>
<tr>
<td>• Annual training opportunities for faculty and staff</td>
</tr>
<tr>
<td>• Review new faculty onboarding processes</td>
</tr>
<tr>
<td>• Resume international faculty research collaboration with ESCEM</td>
</tr>
<tr>
<td>• Hold DAC retreat</td>
</tr>
<tr>
<td><strong>Student Development and Engagement:</strong></td>
</tr>
<tr>
<td>• Explore opportunities in health care related fields; explore other options for degrees, certificates, concentrations, or minors</td>
</tr>
<tr>
<td>• Work with partner schools on double degree</td>
</tr>
<tr>
<td>• Revise internship process</td>
</tr>
<tr>
<td>• Revise mentor program</td>
</tr>
<tr>
<td>• Use EAB data for academic planning</td>
</tr>
<tr>
<td><strong>External Engagement:</strong></td>
</tr>
<tr>
<td>• Partnership success survey</td>
</tr>
<tr>
<td>• Increase engagement and visibility in Atlanta area</td>
</tr>
<tr>
<td><strong>Personal and Professional Activities:</strong></td>
</tr>
<tr>
<td>• At least one academic intellectual contribution: journal article or conference presentation</td>
</tr>
</tbody>
</table>
Process

- Continuous Improvement Review applications for business and accounting were submitted to AACSB on June 30, 2014.
  - Included peer and aspirant institutions
- Proposed team members and dates were submitted on March 12, 2015. Response should arrive this summer.
- Evaluation period is 2011 – 2016. Impact statements can be cumulative beyond five years.
- Visit team will meet with BOA and AAB. Tentative plan is for Sunday reception and dinner.
Coming this Fall:
Documenting Impact of Teaching, Research and Service

• Media quotes
• Awards and nominations
• Requests and invitations
• Student success stories

Report in Digital Measures
Forward to your chair and copy Nikki
### Strategic Goals

#### Student Development:
Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals.

- Revise home page as recruitment tool
- Recruit minors
- Expand mentor program via e-contact
- Develop plan for freshman integration into RCOB
- Build interdisciplinary programs (e.g., analytics, health care)

#### Academic Professional Growth:
Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus.

- Provide faculty training for enhancing credentials (e.g., new distance ed technologies, curriculum innovation)
- Facilitate international research collaborations
- Develop and begin implementation of faculty exchange
- Expand the impact of B-Quest

#### Administration and Infrastructure Support:
Recruit and retain quality administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

- Integrate graduate school operations
- Develop plans for RCOB building patio
- Hold DAC retreat
- Expand marketing efforts

---

### Action Items 2011-2016

<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Action Items 11-12</th>
<th>Action Items 12-13</th>
<th>Action Items 13-14</th>
<th>Action Items 14-15</th>
<th>Action Items 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Development</td>
<td>✓ Revise home page as recruitment tool ✓ Recruit minors ✓ Expand mentor program via e-contact ✓ Develop plan for freshman integration into RCOB ✓ Build interdisciplinary programs (e.g., analytics, health care)</td>
<td>✓ Expand recruitment efforts in Atlanta area ✓ Develop systematic plan for international opportunities ✓ Formalize exit interview process across departments ✓ Begin comprehensive curricula review ✓ Expand internships</td>
<td>✓ Complete curricula review and begin plan implementation ✓ Expand placement opportunities for undergrad and graduate students</td>
<td>✓ Review admission standards for majors</td>
<td>✓ Examine potential for creation of Student Success Center</td>
</tr>
<tr>
<td>Academic Professional Growth</td>
<td>✓ Provide faculty training for enhancing credentials (e.g., new distance ed technologies, curriculum innovation) ✓ Facilitate international research collaborations</td>
<td>✓ Develop and begin implementation of faculty exchange</td>
<td>✓ Review Faculty Handbook ✓ Secure Fulbright Fellowship for at least one faculty</td>
<td>✓ Review RCOB vision, mission, strategic goals, and ethical values statements</td>
<td>✓ Revise Strategic Plan</td>
</tr>
<tr>
<td>Administration and Infrastructure Support</td>
<td>✓ Integrate graduate school operations ✓ Develop plans for RCOB building patio ✓ Hold DAC retreat ✓ Expand marketing efforts</td>
<td>✓ Complete funding for Visionary Endowment ✓ Hold staff retreat</td>
<td>✓ Secure funding for at least two endowed chairs</td>
<td>✓ Secure funding for at least one endowed chair</td>
<td>✓ Secure funding for at least one endowed chair</td>
</tr>
</tbody>
</table>

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*Note: The table above details strategic actions and outcomes for the years 2011-2016.*
<table>
<thead>
<tr>
<th>Business</th>
<th>Accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comparable Peers:</strong></td>
<td><strong>Comparable Peers:</strong></td>
</tr>
<tr>
<td>University of Alabama – Huntsville</td>
<td>University of Houston – Clear Lake</td>
</tr>
<tr>
<td>Belmont University</td>
<td>University of Idaho</td>
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<tr>
<td>Central Washington University</td>
<td>Eastern Illinois University</td>
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<tr>
<td>Coastal Carolina</td>
<td>University of South Florida – St Petersburg</td>
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<tr>
<td>Univ Colorado – Colorado Springs</td>
<td>University of Central Missouri</td>
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<tr>
<td>Eastern Illinois University</td>
<td>Tennessee Technological University</td>
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<tr>
<td>Montclair University</td>
<td>Truman State University</td>
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<tr>
<td>University of Minnesota – Duluth</td>
<td>Weber State University</td>
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<td>University of Nebraska at Omaha</td>
<td>Wichita State University</td>
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<td>University of North Carolina - Wilmington</td>
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<td>University of North Dakota</td>
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<td>University of South Dakota</td>
<td>University of Alabama – Birmingham</td>
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<td>University of Southern Mississippi</td>
<td>University of North Carolina – Charlotte</td>
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<td>East Tennessee State University</td>
<td>University of North Carolina - Greensboro</td>
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<td>University of Tampa</td>
<td>University of North Florida</td>
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<td>University of Tennessee at Chattanooga</td>
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<tr>
<td>Weber State University</td>
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<tr>
<td>Winthrop University</td>
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<tr>
<td><strong>Aspirant Institutions:</strong></td>
<td></td>
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<tr>
<td>Appalachian State University</td>
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<td>East Carolina University</td>
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<td>James Madison University</td>
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<tr>
<td>University of Alabama – Birmingham</td>
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<tr>
<td>University of North Florida</td>
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<tr>
<td>Texas State University</td>
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</tr>
</tbody>
</table>

Peer and Aspirant Institutions
Richards College of Business
Strategic Action Items 2015-2020

**Vision Statement**
The vision of the Richards College of Business is to become a globally recognized college of business preparing forward-thinking, responsible leaders.

**Mission Statement**
We are in the business of transforming lives through education, engagement and experiences.

<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Action Items 15-16</th>
<th>Action Items 16-17</th>
<th>Action Items 17-18</th>
<th>Action Items 18-19</th>
<th>Action Items 19-20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Success</strong> Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.</td>
<td>○ Implement Professional Pathway ○ Explore double degree programs ○ Update mentor program ○ Formalize internship process</td>
<td>○ Implement MBA concentrations ○ Pre-internship training ○ Different levels of internships (premium for grads, honors, etc.)</td>
<td>○ Expand student involvement in centers ○</td>
<td>○ Comprehensive curriculum review</td>
<td>○</td>
</tr>
<tr>
<td></td>
<td>○ Ongoing program assessment for all degrees and majors ○ Expand international experiences – format, timing, countries</td>
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<td><strong>Academic Success</strong> Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and professional activities, and to support engagement with all stakeholders.</td>
<td>○ Ethics workshop ○ Build impact measure process ○ Review new faculty onboarding processes ○ Resume int'l faculty research collaborations</td>
<td>○ Evaluate impact of B-Quest ○ Develop adjunct faculty onboarding process ○ Expand faculty involvement in centers</td>
<td>○</td>
<td>○ Review vision, mission, goals and ethical values ○ Review committee structure</td>
<td>○ Review Faculty Handbook</td>
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<td>○ Offer optional annual faculty development opportunities</td>
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<td><strong>Operational Success</strong> Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.</td>
<td>○ Ethics workshop ○ Prepare new associate dean Partnership success survey ○ Utilize EAB data for academic planning ○ AACSB CIR report and visit preparation ○ DAC retreat</td>
<td>○ Staff retreat ○ Expand internship corporate partners ○</td>
<td>○ Secure funding for endowed chair ○ DAC retreat</td>
<td>○ Begin Strategic Plan review/revision ○ Review College admin infrastructure ○ Staff retreat</td>
<td>○ Secure funding for endowed chair ○ DAC retreat</td>
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<td>○ offer optional annual staff development opportunities ○ Work with UWG and others for new building funding, design, and construction</td>
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Two Minute Exercise!

- Identify individual words that describe the Richards College of Business and write them on the back of the Wolfie in each centerpiece.
Questions?
Discussion?