



FY 10 Academic Plan  
March 24, 2009

# College of Business and Technology

# The New Economy

- It will not be driven by business alone . . .  
nor will it be driven by technology alone . . .
- The new economy will be driven by the  
convergence of business and technology . . .
- WIU, with a College of Business &  
Technology, is strategically positioned to  
prepare graduates to lead in the new  
economy . . .

# CBT Vision

- The College of Business and Technology will be a recognized center of excellence in teaching, research and service and a global learning community for sharing ideas, values and solutions. Therefore, we will be the college of choice for those seeking to participate in a quality educational experience.

# CBT Mission

- The College of Business and Technology provides an innovative, interactive education that fosters ethical sensitivity and prepares our graduates to thrive, contribute, and lead. We accomplish this through an intellectual partnership among students, faculty, and the global community.

# Strengths

- CBT has very good faculty and staff who are committed to educating the rising generation . . .
- CBT benefits from WIU's international reputation for excellence . . .
- CBT is one of 559 AACSB accredited institutions of the more than 11,000 business schools in the world - placing us in the top 5% of business schools world-wide.

# Strengths

- A university's greatest asset is its employees. As such, it is critical that university leaders focus on the empowerment of faculty and staff, and the recruitment and employment of energetic new faculty and staff members.
- CBT has GREAT faculty and staff!!!

# Faculty Issues

- There is a shortage of PhD faculty in many of the disciplines in the College . . .
- We have interviewed and hired some very talented new faculty in the past few years . . .

# Faculty Issues

- Given the shortage of faculty with PhDs the College is initiating a “grow our own” program to invest in developing highly qualified faculty . . .
- We will also consider the AACSB Post-Doctoral Bridge to Business Programs for preparing faculty from non-business disciplines for business school faculty positions . . .



## CBT Majors

	Fall 05	Fall 08	Increase	
			N	%
UG	2,231	2,264	33	1.5%
Grad	228	263	35	15.3%
Total	2,459	2,527	68	2.76%

*NOTE: Computer Science accounted for most of the growth in graduate students.*

## CBT Minors

Fall 08                      1393 minors in CBT

<u>Minor</u>	<u>N</u>	<u>WIU Rank</u>
--------------	----------	-----------------

MGT	451	1
-----	-----	---

MKTG	293	5
------	-----	---

COMSCI	145	7
--------	-----	---

## CBT Graduates

	FY 05	FY 06	FY 07	FY 08
UG	540	502	539	525
Grad	114	96	106	111
Total	654	598	645	636

## CBT Student Credit Hours

<u>FY 05</u>	<u>FY 06</u>	<u>FY 07</u>	<u>FY 08</u>
64,202	65,712	66,362	64,512

# FY09 Accomplishments

- The following list of accomplishments is representative and not intended to be all encompassing . . .

# FY09 Accomplishments

- Developed and received approval for B.S. in Engineering degree to be delivered at the WIU Quad Cities.
  - IBHE authorization October 7, 2008.
  - Search for Director in process.
  - Search for space in process.
  - \$1,000,000 donation.

# FY09 Accomplishments

- Successfully developed proposals for two integrated Bachelor's and Master's Degree programs:
  - Computer Science.
  - Accountancy.

# FY09 Accomplishments

- Completed significant revision to MBA program in the Quad Cities and Macomb
  - Decreased total number of hours required from 60 to 45.
  - Initiated upgrades to the Quad Cities MBA website and marketing materials.
  - Completed five MBA information sessions targeted at prospective students.



# FY09 Accomplishments

- Strengthened areas for reaffirmation of AACSB accreditation in Business and Accounting (2010)
  - Hired six new AQ faculty (Accountancy and Management).
  - Refined definitions of AQ and PQ faculty.
  - Updated faculty vitas and completed an assessment of AQ and PQ faculty per AACSB standards.

# FY09 Accomplishments

- AACSB accreditation (continued)
  - Developed and implemented an assessment program aligned with AACSB assurances of learning.
  - The college Strategic Planning Committee developed and approved a new college mission.
  - Visited peer and aspirant universities to gain ideas and perspectives of our progress toward AACSB reaffirmation

# FY09 Accomplishments

- AACSB accreditation (continued)
  - Robert Jefferson, a retired business dean who has expertise in AACSB accreditation, served as a consultant to review CBT's progress toward AACSB accreditation.
  - AACSB visiting team leader, Linda Garceau, ETSU, met with the Dean to discuss the visit and to schedule a pre-visit to campus in June 2009.

# FY09 Accomplishments

- Continued the CBT Executive in Residence (EIR) Series and the Ferguson Lecture Series
  - The series hosted three Executives in Residence and during FY09 (Steve Garvey, Sarah Nava Garvey, and Charles Carey).
  - Richard Longworth's lecture about a Midwest perspective of globalism will bring the campus together for an interdisciplinary dialog.

# FY09 Accomplishments

- Formalized diversity initiatives within the college by selecting a diversity officer.
  - A graduate assistant was employed in the Dean's Office to lead diversity initiatives in CBT.
  - CBT joined the PhD Project, a university/private sector alliance with the express purpose of increasing the number of minority business faculty who hold PhD's.
  - Two trips to recruit minority graduate students.

# FY09 Accomplishments

- The CBT and the Economics Department co-sponsored the 2nd annual Quad Cities Economic Forecast Breakfast.
- The CBT and the Economics Department co-sponsored the 1st annual Macomb Economic Forecast Luncheon.

# FY09 Accomplishments

- Dividends Cyber Café – 118 Stipes Hall opened and has been very successful – done in partnership with First Bankers Trust.
- CBT participation in the First Year Experience continued through FYE course offerings in Agriculture, Economics, and Information Systems throughout FY09.

# Grant Activity

- FIPSE project titled "*A Transatlantic Dual-Degree Program.*" \$696,000. Doug Druckenmiller
- FIPSE project titled "*A Brazilian and U.S. Partnership for People, Planet and Profits: Fostering Socially, Environmentally, and Economically Sustainable Entrepreneurship.*" \$220,000. Gordon Rands



# Grant Activity

- FIPSE project titled *“Alliance to Enhance Entrepreneurial Impact to Stimulate Economic Growth among Underserved Groups in North America”* \$180,000. Ann Walsh
- NSF grant titled *“Incorporating Usable Security Concepts into Computer Science Curriculum”* \$147,549. Bintu George and Anna Valeva

# FY10 Goals

- The Goals for FY 10 have been developed with input from the eight academic departments . . .

# FY10 Goals – Priority 1

- Establish the new School of Engineering at the WIU Quad Cities campus as an academic unit in the College of Business and Technology.
  - Develop a proposal, including projected budget, for a WIU School of Engineering and Technology at the QC campus that will include the engineering program, the manufacturing engineering technology program, and a program in computing.

# FY10 Goals – Priority 1

- School of Engineering (continued)
  - Employ a tenure track Engineering faculty member in the new School of Engineering.
  - Employ a full-time technician, secretary, and advisor for the School of Engineering.
  - Occupy newly leased facilities, and design and equip the engineering laboratories and classrooms.
  - Working closely with our community college partners (BHC and Scott CC), develop a proposal for a B.S. in Information Systems that is designed to facilitate transfer of students from community colleges.

# FY10 Goals – Priority 2

- Continue to strengthen all areas relative to AACSB standards for 2010 reaffirmation in Business and Accounting
  - Attract and retain academically qualified faculty in business and accounting.
  - Refine definitions of academically qualified and professionally qualified faculty, and assess the status of our business faculty.

# FY10 Goals – Priority 2

- AACSB reaffirmation (continued)
  - Implement assessment program aligned with AACSB assurances of learning for the undergraduate and graduate programs.
  - Make additional visits to peer and aspirant universities to gain ideas and perspectives of our progress toward AACSB reaffirmation.
  - Continue the development of a “grow our own” PhD faculty program to encourage unit B faculty to pursue PhD degrees and become AQ faculty members.

# FY10 Goals – Priority 3

- Acquire funding for a full-time Software Applications Technician for the College
  - A software technician is needed to install and maintain the College's high end discipline-specific software packages (the need for support is acute in Computer Science and in Engineering Technology).
  - Provide development and maintenance support for the College and Department Web pages.
  - Develop an understanding of, and keep current with, the pedagogical issues as they relate to technology.

# FY10 Goals – Priority 4

- Address needs for laboratory upgrades and enhancements for Engineering, Engineering Technology, Computer Science, and Agriculture.
  - CBT's highest operating budget priority is to seek reinstatement of the lost operating funds in order to upgrade and replace laboratory equipment.



# FY10 Goals – Priority 5

- Grow the Supply Chain Management (SCM) program
  - Secure an additional SCM faculty position for the Macomb campus in order to double the number of SCM graduates.
  - Secure a SCM faculty position for the Quad Cities to strengthen the SCM minor and to deliver the SCM emphasis in the QC MBA.

# FY10 Goals – Priority 6

- Increase student involvement in internships by establishing a CBT Corporate Relations and Internship Office
  - Prepare a job description and secure funding for a full-time CBT Internship Coordinator.
  - Establish CBT Internship Office in Stipes 111 and secure QC office space for CBT Internship Coordinator.
  - Merge CBT career development office with the new Corporate Relations and Internship office.

# FY10 Goals – Priority 7

- Increase the number of Quad Cities faculty in the College of Business and Technology to ensure degree completion of CBT majors in the Quad Cities.
  - Manufacturing Engineering Technology faculty member for the Quad Cities .
  - Supply Chain Management faculty member for the Quad Cities (see Priority 5 above).
  - An additional Marketing faculty member for the Quad Cities .

# FY10 Goals – Priority 8

- Conduct feasibility studies for new degree or certificate programs:
  - Mobile Marketing certificate
  - M.S. in Agriculture Education
  - B.S. in IS/IT for the QC campus
  - Certified Financial Planner (CFP) certificate

# FY10 Goals – Priority 9

- Explore integrated bachelors/MBA degree opportunities that link an array of bachelors degree programs with the newly redesigned MBA.

# FY10 Goals – Priority 10

- Address significant enrollment growth in the Construction Management (CM) major by employing two full-time faculty for fall 2009, acquiring funds for part-time faculty, and redesigning the program to align the curriculum with ACCE accreditation standards.

# FY10 Goals – Priority 11

- The College of Business and Technology will continue toward its capital campaign goal of \$18 million.
  - \$2.5M for student support,
  - \$5M for faculty support,
  - \$1.5M for equipment and technologies, and
  - \$9M for capital investments

# FY10 Goals – Priority 12, 13

- Establish a Forage Research Center, using existing Kerr Farm land, for research into improving livestock forage throughout Illinois.
- Address deferred maintenance of the Agriculture teaching facilities and research infrastructure.



# FY10 Goals – Priority 14

- Reestablish the Center for Economic Education in the Economics Department.

# FY10 Budget Requests

1. School of Engineering	\$730,000
2. AACSB reaffirmation	\$ 20,000*
3. Software Tech/Webmaster	\$ 60,000
4. Instruction/equipment funds	\$200,000
5. SCM Faculty – Macomb	\$100,000
6. Corporate Relations/Intern Coord.	\$ 80,000
7. Renovate Stipes 111	\$ 60,000*
8. Mfg Engineering Tech Faculty – QC	\$ 70,000
9. Marketing Faculty – QC	\$ 95,000

\* One-time funding request.

# FY10 Budget Requests

10. SCM Faculty - QC	\$100,000
11. Feasibility Studies	\$ 15,000*
12. Mkt/Finance Mobile Comp Lab	\$ 45,000*
13. Renovation of Stipes 312	\$ 80,000*
14. ISDS Mobile Computer Lab	\$ 80,000*
15. Forage Research Center	\$ 50,000

\* One-time funding request.

# FY10 Budget Requests

## Technology Requests

1. Software and databases \$ 60,000

## Facilities Requests over \$100,000

1. Ag equipment storage facility \$100,000
2. Teaching/research greenhouse \$400,000
3. Renovation of labs in Knoblauch \$250,000

# The Future

- In summary, we are actively building the foundation of a great college . . . with shared vision and a focus on learning . . .