

Northern Illinois University ~ College of Business

**2003-04 ANNUAL GOALS**  
**AY 2003-04 Progress ~ AY 2004-05 Objectives**

The following annual goals were approved unanimously by the Strategic Planning Council VII at its April 28, 2004, meeting and forwarded to the Dean, Senate, and/or appropriate standing body/administrative office to implement and/or to provide financial resources (where applicable).

**STRATEGIC INITIATIVE: LEARNER RECRUITMENT – UNDERGRADUATES**

*Disposed to Senate in May 2002*

GOAL(S)	UPDATES	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005						
<p><b>Goal 1:</b> By year 2007, increase to 32% the percentage of admitted freshman to the COB with an ACT <math>\geq</math> 25.</p> <table border="0" data-bbox="164 842 639 932"> <tr> <td>*Freshmen with ACT &gt; 25</td> <td style="text-align: right;">129</td> </tr> <tr> <td>Endowed scholarships targeted</td> <td style="text-align: right;"><u>50</u></td> </tr> <tr> <td>Total scholarships</td> <td style="text-align: right;">179</td> </tr> </table> <p>*Total # of Freshmen 571</p> <p>Scholarship/Total Freshmen* 32%</p> <p><i>*Based on Fall 2001 data.</i></p>	*Freshmen with ACT > 25	129	Endowed scholarships targeted	<u>50</u>	Total scholarships	179		<p>Pending. Dependent upon Capital Campaign funds (generated by the university).</p> <p>Document the number of scholarships awarded from year to year in order to capture COB progress made on this goal (independent of capital campaign funds).</p>	
*Freshmen with ACT > 25	129								
Endowed scholarships targeted	<u>50</u>								
Total scholarships	179								
<p><b>Goal 2:</b> Increase the quality of COB students admitted by increasing the minimum cumulative GPA for native and transfer students to 2.75.</p>		<p>Achieved and implemented in Fall 2003.</p>							
<p><b>Goal 3:</b> By year 2007, provide all admitted freshmen with ACT scores &gt; 25 a Dean's scholarship = 1/nth of the discretionary scholarship pool money. (See Learner Recruitment Policy Statement disposed to Senate in May 2002 for recommended actions in support of this goal:  <a href="http://www.cob.niu.edu/strplan/recruit.asp#measures">http://www.cob.niu.edu/strplan/recruit.asp#measures</a>.</p>		<p>Ongoing. Due to economic instability and state budgetary constraints, progress on Goal 3 has been stalled although 2007 remains target year for full implementation.</p>							

## STRATEGIC INITIATIVE: BUSINESS OUTCOMES ASSESSMENT

*Disposed to College Curriculum & College Senate*

<div style="text-align: right;">UPDATES</div> <div style="text-align: left;">GOAL(S)</div>	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005
<p><b>Goal 1 – Learning Outcomes (Disposed to College Curriculum):</b> Review and, where necessary, act upon the findings in the annual “NIU College of Business Assessment Report.” Learner Outcome areas: Business Communications; Problem Solving; Technical Expertise; and Technological Expertise.</p> <p><i>Note: In Fall 2003, the Dean recommended that the learning outcomes should be reviewed every five years by both the College’s Board of Executive Advisors and the SPC. The next five-year review will be conducted in 2008.</i></p>	<p>In Fall 2003, Ethics was recommended by the College’s Board of Executive Advisors and the SPC VII as a new learning outcome.</p> <p>In SP 2004, 2003 COB Assessment Report distributed to all faculty and staff for continuous improvement initiatives.</p>	<p>In SP 2005, forward 2004 COB Assessment Report to College Curriculum. Explore how Ethics can be taught and assessed in the curriculum.</p>
<p><b>Goal 2 – Learner Recruitment &amp; Retention (Building Academic Tradition...Disposed to College Senate):</b> Review and implement the recommendations, theme, and content suggestions as disposed to Senate in SP 04.</p> <p><i>Theme for conveying the COB story: “Where the Classroom Meets the Business World” (COB undergraduate-level brand statement).</i></p> <p><i>Content areas: COB Identity (brand statement, core values, mission); COB History; COB Alumni (departmental, college, and university alumni and honorary awards); Current Awards (research and teaching awards, college and university levels).</i></p>		<p>Overall implementation recommendations: secure the services of a professional in the field of interior design.</p>

## STRATEGIC INITIATIVE: CREATING A LEARNING ORGANIZATION

*Disposed to College Senate in FA 2000*

<div style="text-align: right;">UPDATES</div> <div style="text-align: left;">GOAL(S)</div>	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005
<p><b>Goal:</b> Identify at least one professional development opportunity for faculty and staff that addresses an outcome area(s) for this initiative as outlined in the strategic plan (<a href="http://www.cob.niu.edu/strplan/learnorg.asp#outcome">www.cob.niu.edu/strplan/learnorg.asp#outcome</a>): Leadership (includes quality service), relationship building, global and cultural diversity, and best practices attitude (includes research and pedagogical excellence).</p> <p><i>(See the full SPC IV action team report and recommendations for details about the recommended professional development outcomes, the suggested process, and suggested resources.)</i></p>	<p>Fall 2003 Diversity Training -- Completed. NIU Harassment Policy Certification Program given at 2003 All-College Faculty and Staff Meeting; sponsorship of six faculty members at NIU 2003 Transformation Institute (TI) and TI participants’ panel discussion at 2003 All-College meeting.</p>	<p>Support Teaching and Assessment of Ethics professional development opportunities.</p>

**STRATEGIC INITIATIVE: VALUE-ADDED CULTURE**

*Disposed to College Council*

GOAL(S) / UPDATES	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005
<p><b>Goal:</b> Update departmental faculty merit evaluations to reflect changes in the COB strategic plan and faculty input regarding same.</p>	<p>In process.</p>	<p>Complete faculty merit evaluation criteria guidelines for all departments.</p>

**STRATEGIC INITIATIVE: EXTERNAL IMAGE & COLLEGE MARKETING**

*Disposed to College Senate in Spring 2004*

GOAL(S) / UPDATES	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005
<p><b>Goal 1:</b> Adopt "Where the Classroom Meets the Business World" as the only positioning statement for the college's undergraduate programs and academic departments.</p>	<p>Completed in Spring 2004.</p>	
<p><b>Goal 2:</b> Display the undergraduate brand statement and supporting data on: a) all college and departmental print and electronic materials; b) all public computers and monitors in Barsema Hall; c) and, as part of the COB website design.</p>	<p>In process. Completed: including the statement as part of the COB website template.</p>	
<p><b>Goal 3:</b> Complete the creation of a common graphic design (along with the undergraduate brand statement and supporting data) to be used for all COB and undergraduate departments.</p>	<p>Completed in Spring 2004.</p>	
<p><b>Goal 4:</b> Convert existing undergraduate brochures within the departments and the college over to the new graphic design template.</p>	<p>In process with the Departments of MKTG and FINA, respectively, and in initial discussions with Department of OMIS. (Dependent upon resource support.)</p>	
<p><b>Goal 5:</b> Complete the development of a Marketing Database of External Stakeholders to be shared by the COB administration.</p>	<p>In process. (Dependent upon resource support.)</p>	
<p><b>Goal 6:</b> Implement the Marketing Strategy as disposed to Senate in Spring 2004.</p>	<p>On hold, pending resource support.</p>	

**STRATEGIC INITIATIVE: LONG RANGE PLANNING**  
*Disposed to College Senate*

<div style="text-align: right;">UPDATES</div> <div style="text-align: left;">GOAL(S)</div>	PROGRESS UPDATE FA 2003 – SP 2004	PRIORITY UPDATE FA 2004 – SP 2005
<b>Goal (Short-Term):</b> Create an environment that will enhance the selection process for a new dean through the use of scenario planning.	In process.	Complete activity related to NIU COB Dean's Search.
<b>Goal (Long-Term):</b> In concert with the new Dean and the SPC, refresh and renew the college's overall strategic plan and strategic planning efforts.	On hold, pending identification of new Dean.	