

Northern Illinois University ~ College of Business

**2004 – 05 ANNUAL GOALS:
AY 2004-05 Progress ~ AY 2005-06 Objectives**

Presented to and Unanimously Approved by:

**NIU College of Business Strategic Planning Council VIII (SPC)
April 8, 2005**

The following initiatives were approved by SPC at its April 8, 2005, meeting and will be forwarded to the Dean and/or appropriate standing body – Senate/College Curriculum Committee/College Council – or administrative office for adoption, implementation, and financial resources (where applicable).

GOALS	INITIATIVES	PROGRESS UPDATE FA 2004 – SP 2005	OBJECTIVES FA 2005 – SP 2006
<p>STRATEGIC INITIATIVE: LEARNER RECRUITMENT – UNDERGRADUATE STUDENTS</p> <p>Goal 1: Develop an <i>Undergraduate Business Student Recruitment Model</i> that takes into account NIU College of Business predictors of success.</p> <p>(Supersedes prior Goal 1 presented in 2004 <i>AACSB Annual Maintenance Report</i>.)</p>	<p>Undergraduate advisors will identify 5-10 alumni from their respective programs to determine COB academic success factors. Analysis will be conducted to construct <i>Undergraduate Learner Recruitment Model</i>.</p>	<p>Complete <i>Undergraduate Learner Recruitment Model</i> and pilot it in 2005-06.</p>	
<p>Goal 2: Acquire sufficient scholarship funds to attract candidates and retain students, who meet the criteria emerging from the Undergraduate Learner Recruitment Model. (If the COB retains a Development Officer – as is expected to be the case, then that person’s responsibilities will include scholarship fundraising.) Targeted date to implement funded scholarships: AY 2006-07.</p>	<p>Pending determination of the number of candidates’ meeting the COB academic success/ alumni career factors identified as part of the Undergraduate Learner Recruitment Model.</p>	<p>Establish the scholarship package amount per candidate and raise adequate funds to meet the NIU College of Business scholarships awarded.</p>	
<p>LEARNER RECRUITMENT – COORDINATED PROGRAM FOR RECRUITING GRADUATE STUDENTS</p> <p>Goal 1: Finalize policy recommendation for consideration by Senate as to the criteria for students admitted to the MBA, MAS, MST, and MS MIS programs.</p>	<p>The admission policy revision for graduate students remains a working document. No action taken on this item during AY 2004-05.</p>	<p>Revisit this issue during AY 2005-06.</p>	
<p>Goal 2: Developing a coordinated, integrated <i>Communication Plan</i> proposal for consideration by the Strategic Planning Council and approval by Senate. All graduate degree and certificate (i.e., the MIS Certificate) programs will be covered by this plan.</p>	<p>A COB-wide, graduate-level Communication Plan is in the initial design phase.</p>	<p>Implement program during AY 2005-06 and assess its effectiveness.</p>	

<p>GOALS</p> <p>INITIATIVES</p>	<p>PROGRESS UPDATE</p> <p>FA 2004 – SP 2005</p>	<p>OBJECTIVES</p> <p>FA 2005 – SP 2006</p>
<p>STRATEGIC OBJECTIVE #1: STUDENT RETENTION – BUILDING ACADEMIC TRADITION HISTORY WALL ~ BARSEMA HALL</p> <p>Goal: Finalize the formal plan for the History Wall in keeping with the overall theme of <i>Building Academic Tradition in Barsema Hall</i>.</p>	<p>History Wall plaque designs, photo selections, and accompanying narrative completed.</p> <p>Disposed to Senate in SP05: Funding approved by Senate. Installation to be completed by end of SP05 semester.</p>	<p>Transfer the History Wall to NIU/College of Business <i>Development</i> after installation for naming opportunities.</p>
<p>STRATEGIC OBJECTIVE #1: TECHNOLOGICAL EXPERTISE LEARNING OUTCOME – ASSESSMENT</p> <p>Goal: Design an assessment instrument by which to measure <i>Assurance of Learning</i> in the area of <i>Technological Expertise</i>. Whatever products are selected should have the capability of serving the dual purposes of [1] a training platform for students who need to acquire – or to improve their – technological skills and [2] assessing students’ proficiency in those skills.</p>	<p>Currently, exploring ways to handle technological expertise assessment through alternative web-based training/assessment products. Pilot testing of selected product will be conducted during SP05.</p>	<p>Constitute a <i>Technological Expertise Learning Outcome Assessment Committee</i>, composed of faculty representatives from every undergraduate discipline, to select questions across all technological skills sets. Implement <i>Technological Expertise Learning Outcome</i> assessment during AY 2005-06.</p>
<p>STRATEGIC OBJECTIVE #2: EXPERIENTIAL LEARNING – OUTREACH (ELO)</p> <p>Goal: Refine the focus of the <i>Experiential Learning Center (ELC)</i> and <i>Business Outreach</i> activities.</p>	<p>Deliberations on how the ELO unit should be transformed are ongoing. (NOTE: So that parameters can be established for course-time equivalency, documenting the average number of faculty hours these projects consume will be a component of the SWOT analysis.)</p>	<p>Develop processes, outcomes, measures, and an assessment framework for the <i>Experiential Learning - Outreach</i> objective.</p>