

**2005 – 06 ANNUAL GOALS:
AY 2005-06 PROGRESS ~ AY 2006-07 OBJECTIVES***

Presented to and Unanimously Approved by:

**NIU College of Business Strategic Planning Council IX (SPC)
April 14, 2006**

The following initiatives were approved by SPC at its April 14, 2006, 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 2005 – SP 2006	OBJECTIVES FA 2006 – SP 2007
<u>STRATEGIC OBJECTIVE #1</u>			
	LEARNER RECRUITMENT – UNDERGRADUATE STUDENTS		
	Goal 1: Develop an <i>Undergraduate Business Student Recruitment Model</i> that takes into account all NIU College of Business predictors of success (including, but not limited to, ACT scores).	Analysis of [a] Testing Services data and [b] 5-10 alumni by undergraduate business programs did not identify any unique characteristics as a basis to construct a valid Undergraduate Business Student Recruitment Model.	No further action is planned.
	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.	The proposed <i>Undergraduate Learner Recruitment Model</i> did not result in any relevant factors on which to base scholarship packages.	<ul style="list-style-type: none"> ▪ Create a fundraising process by which to generate a sufficient revenue stream for merit- and needs-based scholarships. ▪ Establish the scholarship package amount per candidate and raise adequate funds to meet the NIU College of Business scholarships awarded.
	LEARNER RECRUITMENT – COORDINATED PROGRAM FOR RECRUITING GRADUATE STUDENTS		
	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.	No action taken on this item during AY 2005-06.	No further action is planned for the immediate future.
	Goal 2: Develop a <i>Coordinated Graduate Program Communication Plan</i> proposal for consideration by the Strategic Planning Council. (NOTE: All graduate degree and certificate (i.e., the MIS Certificate) programs would be included in the <i>Communication Plan</i> .)	Development/implementation of a <i>Coordinated Graduate Program Communication Plan</i> postponed pending the findings of the Lipman Hearne NIU MBA market analysis project.	<ul style="list-style-type: none"> ▪ Restructure as a college-wide, user-driven <i>Integrated Marketing Communication ("IMC") Plan</i>, which will incorporate the current <i>Coordinated Graduate Program Communication Plan</i>. ▪ Develop and implement program during AY 2006-07. ▪ Identify appropriate technologies (i.e., web, email, etc.) for this purpose. ▪ 2007-08: Assess the <i>IMC Plan's</i> effectiveness subsequent to adoption.

GOALS INITIATIVES	PROGRESS UPDATE FA 2005 – SP 2006	OBJECTIVES FA 2006 – SP 2007
GLOBAL INITIATIVES -- CURRICULAR INTEGRATION Goal: Determine the specific ways globalization will be included in the curriculum and the particular pedagogies used in doing so, in keeping with AACSB <i>Assurance of Learning</i> Standards (Std. 15: <i>Curriculum Management and Content</i>).	N/A – New Initiative Beginning AY 2006-07	Develop processes, outcomes, measures, and an assessment framework for Global Initiatives/Globalization Curricular Integration.
<p style="text-align: center;"><u>STRATEGIC OBJECTIVE #2:</u></p> EXPERIENTIAL LEARNING – OUTREACH (ELO) Goal: Develop outcomes, measures, and assessment framework (based on revised Strategic Objective # 2 language); forward recommendation(s) to Senate for successful implementation.	Deliberations on how the ELO unit should be transformed are ongoing.	Develop processes, outcomes, measures, and an assessment framework for the <i>Experiential Learning - Outreach</i> objective.
<p style="text-align: center;"><u>STRATEGIC OBJECTIVE #4</u></p> CREATING A LEARNING ORGANIZATION – COMMITTEE ORIENTATION TRAINING PROGRAM Develop a <i>Committee Orientation Training Program</i> for COB faculty and administrators, particularly targeted at those new to serving as department chairs or on committees that deal with personnel decision-making and faculty recruitment.	Deliver inaugural COTP in August 2006. Along with new 2006-07 personnel committee members, COB Deans, Chairs, College Council, and Department Personnel Committee members will be invited to attend.	<ul style="list-style-type: none"> ▪ Conduct training annually each August. ▪ Examine other training needs for Faculty Development (such as Curriculum Committee).

*NIU College of Business AY 2006-07 Objectives subject to revision pending FA06 SPC ~ Dean's Retreat outcomes.