

STRATEGIC PLANNING COUNCIL VI MEETING MINUTES

Third Meeting (02/03 Calendar Year): Friday, May 2, 2003

Meeting Time: 2:00 p.m. – 4:00 p.m.

In Attendance:

Tim Aurand (MKTG), Sam Baker (Undergrad Studies), Rich Born (OMIS), Jon Briscoe (MGMT), Greg Carnes (ACCY), Michelle De Jean (SPC Project Manager), Diane Docking (FINA), Barbara Fox (ACCY), Chuck Gowen (MGMT), Gerry Jensen (FINA), Jim Johnson (FINA), Mark Mistic (Tech Resources Director), John Sivory (OMIS), Wayne Smith (OMIS), Bill Tallon (Associate Dean), Sally Wakefield (Assessment Coordinator), Phyllis Zerull (OMIS)

Unable to Attend:

Virginia Cassidy (Associate Vice Provost), David Graf (Dean), Russ Hagberg (MGMT), David Keys (ACCY), Brian Mackie (OMIS), Bob Schaffer (MKTG Undergraduate Student), Aparna Srinivasan (MIS Student), Chris Stakal (MKTG), Jay Wagle (MKTG), Dan Wunsch (MGMT)

Prepared on June 3, 2003 by:

Michelle De Jean

SPC VI CHARGE

1. Revise the language within the strategic plan:
 - a. Strategic Objective #2 – Continuing Education. Recast the strategic objective focus and statement.
 - b. ***Completed during the 3/19/03 SPC VI meeting.*** Strategic Objective #6 – External Image: Rephrase the strategic objective statement away from a focus on the college's merit system (which is addressed under Strategic Objective #5). Instead, focus on marketing the college.
2. ***Completed during the 5/2/03 SPC VI meeting.*** In Spring 03, identify recommended annual goals for the college for the academic year FA 03/SP 04.
3. Continuous Improvement. At appropriate times throughout the year, the SPC VI will vote on the disposition of the work as produced by the SPC VI action teams.
4. Engage in long range planning.

MEETING OVERVIEW

Major issues addressed during the second Fall 02/Spring 03 meeting of the SPC VI include:

1. **SPC VI Action Team Reports**
 - a. Strategic Objective #1 – Student Career Preparation (Sam Baker, team leader)
2. **SPC VI Updates (Overview/Discussion Only)**
 - a. Strategic Objective #1 – Business Outcomes Assessment Team (BOAT) (Sally Wakefield, team leader)
 - i. Ethics in the curriculum
 - ii. Communications Handbook
 - iii. Business Careers House
 - b. Strategic Objective #3 – Facilities & Technology (Mark Mistic, team leader)
3. **SPC VI – Recommended Annual College Goals (Fa 03-Sp 04)**
4. **Next Steps**

SPC VI ACTION TEAM REPORTS

Strategic Objective #1: Student Career Preparation

1. **Team Members.** Sam Baker – Team Leader (Undergrad Studies), Shannon Gates (FINA), Sue Goad (OMIS), Rowene Linden (ACCY), Chris Stakal (MKTG), Jayne VandeMerkt (MGMT), Sally Wakefield – Advisory Capacity (Assessment Coordinator - Dean’s Office), Representatives from CPPC and Co-Op
2. **Charge.** Identify and map the continuum of career preparation activities in which students may engage (Fr-Sr years). Develop/recommend awareness campaign about the career planner; target the awareness campaign toward students.
3. **Executive Summary.** The team drafted a comprehensive brochure (i.e., career planner) that captures the continuum of career preparation activities and services that are available to COB students. In Fall 2002, a MKTG 443 student team structured and conducted focus groups with UBUS 101, UBUS 311, and MGMT 468 students, respectively, to garner feedback about the Planner. The focus groups were completed at the end of the Fall semester; at that time, the MKTG 443 team shared its findings with the Student Career Preparation action team. In Spring 03, the action team updated the Planner to reflect the focus group findings, in addition to curriculum issues that were shared with this team by the Dean and the Associate Dean of the college. The updated Career Planner was distributed to UBUS 310 students. (The focus groups found that while Freshman-Sophomore students liked the Planner, they didn’t think they would use it as much until their Junior year.) The team is working with Technology Resources to post the Career Planner online by Fall 2003. (Initially, hard copies of the Career Planner were made in an effort to create awareness; students with the hard copies will tell other students that the Planner is on the website.)

The Career Planner will be updated each year, with the departmental advisor updating the sections that pertain to their respective departments and the Dean’s Office updating the college section. Each semester and with the help of UBUS 310 instructors, the academic advisors will communicate the Planner’s availability to UBUS 310 students. The Career Planner will also be added to the college presentation for Freshman Orientation.

4. **SPC VI Recommendations.** The Student Career Preparation action team should put together a one-page process for updating the piece. Upon the completion of this last step, their efforts will be completed and the team will disband.

SPC VI ACTION TEAM UPDATES

Strategic Objective #1: Business Outcomes Assessment Team (BOAT)

1. **Disposition of the Work.** SPC outcome areas and recommended measurement or testing methods for Business Outcomes Assessment were approved by the SPC V in Fall 2001. Findings and recommendations for the outcome areas Business Communication and Technical Expertise (Common Business Knowledge) are forwarded to Curriculum Committee. Findings and recommendations for the outcome areas Student Career Preparation and Learner Recruitment are forwarded to Senate.
2. **Update.** In keeping with the SPC’s directive at its May 2002 meeting, the COB Assessment Report was completed and distributed during October 2002 to members of the College/University community responsible for assessment activities. Presentations were also made to the College Curriculum

Committee and the Board of Executive Advisors (BOEA). By January 2003, the 2002 Assessment Report Executive Summary had been disseminated to COB Senate, CCC, faculty and staff, and BOEA.

BOAT will continue to function as a team and to work with appropriate persons, committees in the college in order to continue to identify appropriate activities and measures by which to assess outcomes; develop, implement, and monitor assessment projects, and; assure that results are forwarded to the responsible standing committee.

Strategic Objective #1: Ethics in the Curriculum

As David Graf reported during the March 31, 2003 SPC VI meeting, ethics will be included as a learning outcome area. The addition of ethics to the learning outcome list was strongly recommended by the college's Board of Executive Advisors during its Fall 2002 meeting. Additionally, Bill Tallon reported that ethics runs throughout the new standards adopted by AACSB.

SPC VI Discussion About Ethics in the Curriculum:

1. Recommend the departmental curriculum committees address ethics to see where it can be incorporated into classes and/or to see how departments are already weaving ethics into their programs.
2. Most professors probably talk about ethics already. (The Accountancy survey revealed that many faculty were already discussing ethics naturally in classes.)
3. Ethics in the curriculum is more of a culture change. It's of less value if ethics is in a class somewhere. Many faculty would be more interested in some sort of common conversations as professors, as opposed to having this regulated. These conversations could help to increase the visibility of ethics in the curriculum.
4. Ethics is explicitly recognized in UBUS 311, MGMT 468, and MGMT 672. In UBUS 311, ethics is covered partly as a lecture and partly as an exercise (incorporated into a real-world situation). Students seem more receptive if it's an exercise and if they have to apply it, instead of hearing a lecture about it.
5. More than 50% of the schools that attended the SP 03 AACSB conference say they have a business ethics class taught in the business school as part of a core set of classes. It's even stronger at the MBA level.
6. The Accountancy Executive Advisory members pressed to see that ethics is integrated into courses in order to give it a context, as opposed to making ethics a stand-alone class.

Strategic Objective #1: Communications (Written); and; Student Career Preparation (respectively)

Communications Handbook. Bill Tallon reported that the Curriculum Committee has asked Paula Brown, MGMT professor with expertise in communications, to revitalize and update the student communications handbook. When it's finalized, the communications handbook will be attached to the UBUS 310 packet. The next step may be to put the finalized communications handbook online.

Business Careers House. Five floors of the D wing of Lincoln Hall will be dedicated to COB students. The intent is to provide participating students with a business careers community. The wing will hold 250 students per semester. The business wing will be governed by the students, with the advice of faculty advisors to plan programs and events related to careers and career development in business.

Strategic Objective #3: Facilities and Technology

1. **Team Members.** Mark Mistic – Team Leader (Technology Resources), David Becher (FINA), Ann Carrel (MBA), Natalie Churyk (ACCY), Angie Euhus (MGMT), Mary Hamell (CPA Review), Jane Mall (COBO), Lori Marcellus (Undergrad Studies), Jack Marchewka (BITTC), Nancy Russo (OMIS), Denise Schoenbachler (MKTG), Amy Simon (Dean’s Office), Bill Tallon (Associate Dean), Kelly Thompson (student)
2. **Charge.** Recast the team focus from tactical/daily operational focus to that of a strategic focus.
3. **Update.** Mark Mistic presented a Matrix of Technology that he and members of the Facilities and Technology team prepared. Mark explained that two approaches can be taken to build a technology plan: 1) focus on the hardware and infrastructure (ITS already does this); 2) or, design an application-oriented plan which focuses on the use of technology and/or levels of expertise. The matrix prepared by Mark and team members takes an application-oriented approach.
4. **SPC VI discussion about the approach:**
 - A technology plan that is not linked to the strategy is almost a waste of time. The technology strategy should support or advance the overall strategic direction of the college. The key is to figure out an alignment between the college strategy and the technology strategy.
 - The student perspective should be included. A lot of this may need to be driven from the bottom up. Departments would need to make specific technology objectives, for example, course-specific databases, or to address the fact that audits are paperless now (as an example of a department-specific need).
 - With regard to course management delivery software, the team should talk to textbook publishers to talk about what they see happening in this area.
 - What does “...delivering a dynamic and innovative curriculum that is technologically at the forefront...” (from the COB mission statement) mean? The technology strategy might need to address this component of the college’s strategic plan. It also should address the operations of the organization.
 - The team should benchmark best in class schools. For each business discipline, the team should find those schools that use technology in an innovative or best-in-class manner (in terms of delivering a dynamic and innovative curriculum that is technologically at the forefront). For example, look at how MIT teaches accounting, or benchmark Bentley or Arizona State to see how they use technology in the curriculum.
 - The team should strongly consider including Wally (ITS) as one of its members, as well as others who have an interest/expertise in the development of college technology strategy.

RECOMMENDED ANNUAL COLLEGE GOALS

In accordance with AACSB recommended standards and as reported in the 10/30/02 and 3/31/03 SPC VI meeting minutes, the SPC now formally captures and, in spring, votes on recommended college goals. The recommendations come from the work of the SPC action teams (said work is also reflected in the college’s strategic planning document). During this meeting of the SPC VI, motion was made and passed unanimously to accept the recommended college goals for academic year FA 03-SP 04. The recommended goals will be forwarded to the Dean and the Associate Dean. Upon their review, they will dispose the

recommended goals to Senate, the appropriate standing committee, and/or the appropriate administrative office for consideration, changes, approval, and implementation.

NEXT STEPS

1. Seek SPC VI volunteers to serve on an orientation committee.
2. Develop an orientation session in FA 03 for new SPC members.