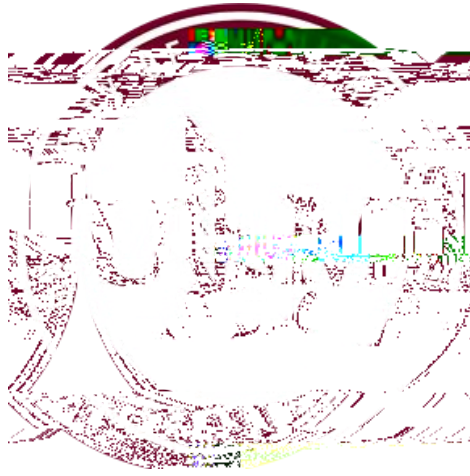


University of Louisiana Monroe



College of Business and Social Sciences Strategic Plan 2020-2025

Student Centered-Excellence Driven

Preamble

The College of Business and Social Sciences is an integral component of the University of Louisiana Monroe, and as such, developed its vision, mission, and strategic plan in support of and in alignment with the University's plans.

University Vision

The University of Louisiana Monroe will be recognized among the top 200 universities in the nation for excellence in teaching, research, and innovation, with an emphasis on the health sciences.

College Vision

The College of Business and Social Sciences at the University of Louisiana Monroe seeks ever-increasing excellence in business and social sciences education by offering a student-centered learning environment that produces high-quality graduates and by engaging in research and service that benefits students, business and the community.

University Mission

The University of Louisiana Monroe seeks students who find value in our programs and prepares them to compete, succeed, and contribute in an ever-changing global society through a transformative education.

College Mission

The College of Business and Social Sciences prepares students from Northeast Louisiana and beyond for productive careers and responsible citizenship and benefits students, business, and the community through practical research and service.

In pursuit of this mission, the undergraduate and graduate curricula, along with an active approach to learning, are intended to help both business and non-business students develop the knowledge, skills, abilities, ethics, and attitudes needed for successful careers and a lifetime of learning in a technological and global environment. The College emphasizes the interrelatedness of business and social science disciplines that prepares students for both specific functional responsibilities within larger organizations and for the wide scope of responsibilities typically encountered within smaller organizations and society in general. Graduates should be able to function effectively in entry-level positions, advance to higher positions, participate in entrepreneurial ventures, and/or pursue advanced studies.

The second commitment of the College is to create and disseminate intellectual contributions which will (1) assist in the growth and development of faculty, students, business and society; (2) enhance the learning environment in higher education; and (3) contribute to economic development and societal improvement. Our College places primary emphasis on applied scholarship and encourages basic research and instructional development as important parts of the intellectual mission of the College.

The third commitment of the College is to provide quality service to the business community and society, the professions represented in the College, and the University. In particular, the College strives for state and regional distinction in activities related to entrepreneurial and small business development,

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Involvement embodies Interaction, Engagement, Collaboration and Concern.

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1. Strong committed faculty (dedication, quality, collegiality)
2. Accreditation (AACSB, Business & Accounting; ABET, CS; ACCE, Construction; CSWE for Social Work)
3. Student-oriented and student-centered learning environment with an applied/practical approach
4. Business & community relationships
5. Strong service to community
6. Internships & Internship Support Fund
7. Internal operations
8. Unique a

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1. Big data / analytics
2. Growing demand for unique online programs
3. Non-Traditional market for students
4. Health related focus of ULM
5. Medical school
6. Information security requirements
7. Increasing demand for business graduates
8. Demand for internship opportunities for students
9. Interest in graduate level programs
10. External partnerships
11. International connections
12. Need for fraud investigative related programs (health care, license Masters level Psychologists)
13. Practical education
14. Downtown revitalization
15. Untapped constituent interest in all programs
16. Growing need for entrepreneurial thinking in all classes

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1. Funding challenges
2. Ill prepared students (1st generation student issues)
3. Focus of primary/secondary education systems (studying to pass the test)
4. Competition (LA Tech and Northwestern State University)
5. Declining high school student population base in region
6. Increased competition for students (TOPS, online education, etc.)
7. Technology
8. Changing employer demands in region—CenturyLink changes
9. Crime rate
10. Lack of regional job opportunities
11. Online technology
12. Devaluing of higher education
13. Perception/Image of ULM
14. ULMs focus on Health Sciences
15. Low interest in business careers
16. Lack of economic diversity
17. Tracking alumni needs
18. Cost of higher education

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Consistent with our environmental analysis, vision and mission statements, and guiding values, the College of Business and Social Sciences has developed the following strategic goals, strategies, and objectives that will provide a roadmap for the next five years to move the CBSS towards achieving its vision:

Gb 1: Eth

Strategy: Recruit, retain, and prepare students who are capable of productive careers and responsible citizenship by providing appropriate innovative recruitment and retention plans, support services, and development opportunities.

Ih :

- 1.1 Exceed the expected retention rates for each program by 2025 (1 to 2 of 75%, 1 to 3 of 60%, and 3 to 4 of 80%).
- 1.2 Exceed the expected 6-year graduation rate (45%) for ic.

Gb 2

- 3.8 Develop and promote experiential learning opportunities for students inside and outside the traditional classroom, including study abroad, internship, industry, and community projects.

GM: EHCb

Strategy: Maintain an intellectual climate that benefits students, businesses, and community.

Ib

- 4.1 Reach a 5-year rolling average of 3 peer-reviewed published journal articles per tenure track faculty member by 2025.
- 4.2 Reach a 5-year rolling average of 2 peer-reviewed published proceedings or presentations per tenure track faculty member by 2025.
- 4.3 Increase the number of student Emerging Scholars in the College to 30 per year by 2025.
- 4.4 Increase the number of student projects in the Research Symposium to 20 per year by 2025.
- 4.5 Ensure 100% of tenure track and fulltime instructors are participating in research and/or other intellectual activities by 2025.
- 4.6 Create a support fund to encourage and reward intellectual pursuits of \$50,000 per year by 2025.
- 4.7 Create a College Research Scholars (CoReS) stipend to assist 10 undergraduate juniors and seniors each year to continue research started under the Emerging Scholars or other research program by 2025.

G15: BCB

Strategy: Develop and maintain programs that provide interaction among the College, students, businesses and the community and enhance the College's reputation.

Ib :

- 5.1 Enhance the College Symposium program by creating a committee to involve more people, grow it, promote it, and make it more innovative and impactful.
- 5.2 Support and encourage faculty involvement as individuals and in groups with local businesses and community agencies.
- 5.3 Encourage internal collaboration that also will strengthen relationships with external constituents.
- 5.4 Promote the CBSS through social media and traditional media with a goal of messaging at least 3 times per week.
- 5.5 Provide one-on-one counseling, education and technical assistance to entrepreneurs and small businesses through the Northeast Louisiana Business and Community Development Center and the Small Business Development Center.

5.6 Produce and distribute information for use by the community and businesses through