

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Unit Name: Business Department

Unit Mission: The mission of the Department of Business is to provide quality programs to support the School of Business and Technology mission to prepare students to achieve professional and personal goals in the dynamic local and global communities. Specifically, the Department of Business provides the students with four program options: Associate in Arts in Accounting; Associate of Arts in Business Administration; Bachelor of Science in Business Administration with options in Accounting, Entrepreneurship, Forensic Accounting, Human Resources Management, Management, Manufacturing Management, and marketing; and Organizational Leadership with options in Business Studies, Communication Strategies, Liberal Studies, and Social Studies. Additionally, the Department of Business provides the general business course support for the Associate in Science in Computer Science and Associate in Applied Science in Applied Technology degrees, as well as the Bachelor of Science in Business Information Technology and the Bachelor of Technology in Applied Technology for the Department of Applied Technology. The courses are taught using a large array of innovative methods, including regular classes, asynchronous and synchronous online courses, telecourses, and compressed video.

Goal (insert number): (Insert name of goal)
 This Unit Action Plan Specifically Supports Commitment(S) 1, 2, 3, 6.

Plan for 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by April 1, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.1 Provide creative and innovative learning environments	Embed SAP into the BSBA curriculum.	- Award at least five students SAP recognition awards in SY 2011-2012.	- Develop an SAP Recognition program when students complete three courses consisting of at least 33% SAP content.	SAP Recognition Awarded to 27 students in SY 2012-2013	Ongoing
	- Incorporate more classes using blended delivery.	- Department will add at least three additional blended classes in SY 2011-2012.	- Blended format combines the strength of	Specific courses for two options, Human Resources Management and Forensic Accounting, added as blended courses. A total of eight courses were added in the two options	Ongoing

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			technology online with the personal contact strength of the regular classroom.		
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Educational Testing Service Field Test in Business will be administered in the capstone class..	Graduating students will average at least 50% in all nine areas of the Field Test in Business.	Curriculum changes will be investigated upon analyzing test scores.	- One change partially due to low scores in Finance section of ETS test is the hiring of the first Ph.D. in Finance at RSU. - Department added the ETS Field Test for Associate in Arts during the 2012-2013 school year.	Ongoing
1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the state	Graduate curriculum of other regional Universities.	First classes for the MBA will be delivered by Fall 2013.	Submit MBA for approval.	MBA approved by all appropriate agencies. First cohort of 25 will begin classes during the Fall 2014 term.	Ongoing
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	The number of scholarly activities performed by Business faculty members.	Each faculty member will be encouraged to conduct scholarly activities in local, state, regional, national and international stages.	A travel fund is maintained and each faculty member is encouraged to pursue use the allocated funds for travel to scholarly functions.	Business faculty members presented papers at two national conferences and one regional ACBSP conference. One faculty member was president elect and facilitator of the regional American Accounting Association.	Ongoing

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2.3 Involve all constituencies of the university in student recruitment and retention efforts	The number of members in the Accounting Society, Students in Free Enterprise, and Sigma Beta Delta.	Each student organization will maintain an active membership.	Continue faculty involvement with Business Student Organizations and civic projects.	Enactus has a membership of less than 20 students. Additional emphasis must be placed in this area. Sigma Beta Delta has 308 members from 2005 to 2013.	Ongoing
3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	A satisfaction survey will be administered in the capstone class. One question will be "Did the program provide an appreciation for the advantages of diversity".	100% of graduating seniors will respond yes to the question	The advantages of diversity will be stressed throughout the curriculum of the BSBA.	Of the 78 students who responded to the survey, 78 (100%) responded "yes" that the program provided an appreciation for the advantages of diversity.	Ongoing
3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	Demographics of RSU faculty and the service area.	Business Faculty members will mirror the local racial or ethnic minority population of the service area.	Ensure that job postings reaches across a broad area of readership and will include all potential qualified applicants and inform each applicant that RSU is an equal opportunity employer.	Two faculty members hired. Equal consideration was given to all applicants.	Ongoing
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	Pretest and Posttest in MGMT 4333 Business and Professional Ethics.	Students will improve the posttest over the pretest by at least 25%.	Diversity issues will be incorporated into the pretest and posttest.	The pretest was given to 38 students and the posttest to 36 students. The pretest scores were 55% and the posttest scores were 87%, an overall increase of 67%.	Ongoing

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6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations.	Performance evaluation will be completed by the intern's supervisor upon completion of the internship. The instrument rates from 1 to 7 with 7 being the highest and has four areas rated: 1. Intern's Professionalism, 2. Intern's Work Attitude, 3. Adaptability, 4. Co-worker cooperation	All interns will score at least "4" in all four graded areas.	Selected students will perform internships with local, regional and national businesses. Students will receive an evaluation upon completion.	Seventeen interns were evaluated. All interns scored above 5 in each area. The averages for all 17 in each area were as follows: Professionalism - 6.2 Attitude - 6.1 Adaptability - 6.0 Cooperation - 6.2	Ongoing
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility.	Advisory Council will meet and discuss major issues within the Business Department.	Advisory Council will seek consensus on new Business Department initiatives.	Business Advisory Council for Business is established and major issues are presented to council.	Business Advisory Council did not meet. Will meet in Spring 2014 term.	Ongoing
6.5 Increase opportunities for area residents to participate in educational, cultural, and recreational activities.	Attendance at the Executive in Residence and Herrington Lecture	Local residents attend the lectures	The local public will be invited to hear guest lecturers at the Herrington Lecture and the Executive in Residence. Invitation will be posted in local media.	- Over 130 students, faculty, administrators, and local residents attended the Executive in Residence lecture by Merle Linstrum of Conoco Phillips. The lecture was also broadcast by compressed video to the Pryor and Bartlesville campuses. Over 100 students, faculty, administrators, and residents attended the luncheon where Mr. Linstrum made a second presentation. - Over 100 students, faculty, administrators, and local residents attended the Herrington Lecture luncheon for the presentation by Dr. Robert Ballard	Ongoing

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Budget Request Supplement for Academic Year 2012-2013
 Year Three – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
3.2 Recruit, retain, advance and recognize a diverse faculty, staff, and administration.	Hire two faculty members for Masters of Business (MBA)	- Professor of Management - Professor of Finance	- \$72,000-80,000 - \$100,000 -120,000			\$172,00 - \$200,000
3.2 Recruit, retain, advance and recognize a diverse faculty, staff, and administration.				Two office sets.		\$8478.00