



School of Business

Strategic Plan

Critical Success Factors

Adopted, Fall 2005

Progress, AY 2009

Vision Statement

To be the business school of choice by educating students who become effective and respected leaders in the global environment.

Mission Statement

We educate students to contribute positively to businesses, government, and nonprofit organizations in a diverse and dynamic world by:

- Embracing a culture focused on students, relationship-driven learning, critical thinking, and personal discovery.
- Promoting collaborative learning through interaction among students, faculty, business and community partners.
- Enhancing student learning through applied and pedagogical business research and service activities.

Core Values - ERIC

- Excellence
 - We are committed to a student centered, relationship-driven environment that is supported through quality teaching, research, and service.
 - We progress through innovation and creativity, recognizing the necessity of optimism and flexibility of thought and processes.
- Respect
 - We value each member of our community and treat each other with respect and dignity, fostering a collegial environment.
 - We value the free exchange of ideas.
- Integrity
 - We are honest, ethical, and professional in the performance of our responsibilities.
 - We are responsible citizens who are accountable for our actions.
- Community
 - We recognize our community of stakeholders and serve them through open communication, collaboration and cooperation.

Critical Success Factor #1

We must establish and implement a formal process for curriculum review, modification, and development that ties assessment to continuous curriculum improvement.

The Undergraduate Curriculum Committee is responsible for assessment of the core and the Graduate Curriculum Committee for the MBA program. This is important for AACSB assurance of learning standards. Assessment of the major is required of the University and the Illinois Board of Higher Education.

A process has been developed and assessment results have “come full circle.” In addition, during the 2008 and 2009 academic years, the School of Business Curriculum Committee has made great strides in implementing additional methods of assessing learning goals. Assessment summaries are included on VPAA web page.

Critical Success Factor #2

We must improve our ability to acquire non-appropriated funding to support the quality and development of our programs.

Funding goals will be based on the initiative.

The School of Business Advisory Board funded the Security Analysis Center. Currently, we are seeking funding to maintain and grow the Center.

The School of Business Advisory Board is currently working to fund endowments that will support each of the disciplines—accounting, marketing, management, management information systems, MBA. The area of accounting has a separate advisory board that supports student professional development and other initiatives.

Through private gifts, we have been able to support student professional development programs and activities and study abroad.

Critical Success Factor #3

We must provide relationship driven programs that enable students to develop knowledge and skills beyond the classroom experience for professional and career development.

*In the fall 2009 semester, the School of Business joined the Business Solutions Center and SCORE to present an evening presentation, **Wall Street Bailout/Main Street Fallout**. A panel of local professionals shared their views on how the financial bailout affected local businesses and the main street implications of the bailout.*

One of the featured programs in the School of Business is the **Executive-in-Residence Program**, which brings executives and entrepreneurs together with students. **Jane A. Lockett**, Senior Vice President of Customer Operations for ConnectEdu, served as an EIR in the fall semester. **Ms. Teri Radosevich**, Vice President of Community Relations and Public Affairs for Avnet, Inc., served as an EIR in the spring semester. **The Metavante Corporation**, headquartered in Milwaukee, Wisconsin, served as a "corporate" executive-in-residence for the spring semester. The keynote address was given by **Gary Bakker**, President of Risk and Compliance Solutions for Metavante. The School of Business **Grace T. Bair Lecture Series** is a means for bringing female executives to campus, in conjunction with Women's History and Awareness Month. **Ms. Wendy Perrow**, Vice President of Marketing and Alliance Management for Alba Therapeutics Corporation, was a featured speaker in the Grace T. Bair Lecture Series.

The first annual **Young Professionals Series** was held in the spring semester. The program is a professional development tool designed to provide students with practical advice from recent EIU School of Business alumni. The EIU **Beta Alpha Psi** chapter co-hosted the Midwest Regional meeting with the chapter from Bradley University. In coordination with EIU Career Services, the School of Business supported nine finance and accounting students to attend the **R.I.S.E. Conference** at the University of Dayton. The EIU chapter of the **American Marketing Association** won two awards at the International Collegiate Conference in New Orleans, Louisiana: Outstanding Membership Activities and Outstanding Community Service. The EIU student chapter of the **Society for Human Resource Management** hosted eight guest speakers, conducted a mock interview workshop, participated in the HR Roundtable event at Northern Trust in Chicago, participated in the North Central Region HR Games, and attended the regional SHRM Student Conference. The student members of the **Association of Information Technology Professionals** participated in a variety of professional development activities, including coordinating Networking Day, hosting speakers, touring companies, and participating in the National Collegiate Conference. The **Financial Planning Student Association** hosted 16 financial advisors from three states for Financial Planning Day in October of 2008. The **International Business Club** members took a field trip to the Saint Louis University's annual International Business Conference, hosted an international luncheon and other activities and speakers.

Critical Success Factor #4

We must recruit and retain highly qualified, motivated students who expect an intellectually challenging environment.

School of Business administration and staff meets regularly with university admissions to learn more about the expectations of prospective students and families. The School of Business has created an honors program in coordination with the University Honors Program.

We have instituted BUS 1000 and made it a required core course. In this course, students who think they are interested in majoring in business have the opportunity to learn more about the programs and the challenging and rewarding learning environment of business.

EIU MBA students **Tyler Kutz and Martin Adams** won 1st and 3rd place, respectively, in the graduate school division of the Central Illinois Chapter of Institute of Internal Auditors (CICIIA) Manuscript Contest for the 2008-2009 school year. The contest was designed to encourage auditing research among students at colleges and universities in central Illinois. Students were asked to prepare a literary research paper on a specific audit-related topic. Both Tyler and Martin are Accounting Concentration students within the MBA program.

The fourth annual **Accounting Challenge** was held in April 2009. The Challenge acquainted over 250 students from 18 high schools with information on career opportunities in Accounting, the history of the EIU Accountancy program, and a tour of the EIU campus. Kelsey Swing, a manager at Gilbert, Metzger, and Madigan, CPAs, and a member of the Accountancy Advisory Board, was the keynote speaker at the lunch session. The highlight of the day was an academic competition of financial accounting skills.

Critical Success Factor #5

We must develop and implement a plan that effectively communicates how the School of Business programs meet the needs and wants of our target markets – new and transfer students, parents, and employers.

School of Business administration and staff meets regularly with university admissions. We host an annual orientation with the general advising staff. School of Business staff are beginning to visit local community colleges. A recruiting video was created that is sent as an automatic response to interested students. Recruiting flyers have been developed that are distributed to prospective students through the mail and open house events. A blog has been created that is targeted directly to transfer students. The accounting program hosts the “Accounting Challenge” for area high schools.

Critical Success Factor #6

We must attract professionally and academically qualified student-focused faculty and support them in both a) research and b) instructional development that accommodates the diverse learning styles of our students.

At least once each semester, faculty present their research as part of the School of Business research symposium program that was started in 2004.

School of Business administration has created an on-line handbook for new faculty and is instituting a more formal mentoring program to begin in the fall of 2009 that will be coordinated by the Assistant Chairs for each discipline.

The School of Business has been successful in filling all approved positions with highly qualified faculty that support the requirements for academic qualifications according to AACSB.

Through our Lumpkin Enhancement fund, we have been able to continue to provide award money to faculty for outstanding teaching, research, and service endeavors.

The Technology Committee sponsors technology workshops to educate faculty on the latest technological tools for enhancing teaching.

Critical Success Factor #7

We must develop and maintain a culture that fosters positive interactions among all stakeholders to ensure the realization of our mission and vision.

With the revised structure of Assistant Chairs for each discipline unit, faculty have been given more opportunity to provide input on establishing and meeting goals.

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The Technology Committee hosts brown bag luncheons each semester that bring faculty together centered around learning about new technology.

The Chair of the School of Business hosts an informal “soup and salad” lunch to bring faculty together to discuss important issues or to just take the time to relax.

The 2009 Faculty Awards ceremony was changed from previous years, and the new format was well received. The 2009 Student Awards ceremony was changed from previous years, and the new format was well received.

A graduation reception was held in Lumpkin Hall just prior to the commencement ceremony for all graduating students and their families. The event was a tremendous success, with over 400 people in attendance. Faculty participation in the reception and the commencement ceremony was very high.

All graduating students were given a School of Business alumni t-shirt as a gift congratulating them on their success and encouraging them to keep in touch. These activities have been implemented as part of our effort to create a culture where students want to stay connected to the School of Business and Eastern after they leave.

Critical Success Factor #8

We must facilitate the placement of graduates in appropriate career paths.

We started the planning process for this initiative during the spring of 2009.