



Strategic Objective and Annual Goals for the Academic Year 2020-21

- Annual Goal 1: To expand and strengthen program assessment & prepare for ACBSP site visit, Fall 2021 (SG 1)
 - Objective a: Fully integrate the newly developed assessment process into the Department curriculum to develop and improve assessment data
 - Objective b: Utilize assessment results to make programmatic changes and enhancements to Department programs
 - Objective c: Review and revise ACBSP standards to develop project(s) timelines and goals for visit

- Annual Goal 2: Offer and grow undergraduate and graduate programs to be offered at the main campus or online (SG 1 and SG2)
 - Objective a: Review existing programs at all levels to target areas of renewed emphasis and enhancement. Including the expansion of online offerings
 - Objective b: Create new undergraduate and graduate programs, after careful research, to meet student needs in programs.
 - Objective c: Grow the enrollment in all undergraduate and graduate programs
 - Objective d: Work with enrollment management to develop and grow more corporate partners to enhance enrollment.

- Annual Goal 3: Expand online offerings (SG 1 and SG2)
 - Objective a: Continue to develop online offerings for the MS in Accounting and Accounting MBA
 - Objective b: Complete the development of the courses in the MBA in Applied Business Analytics
 - Objective c: Develop a list of all courses that have been developed online and the date of it's development. Develop and execute a process to review and revise existing online courses as needed.
 - Objective d: Develop a process to support adjunct faculty in their teaching of online courses.

- Annual Goal 4: Hire full time faculty to fill vacant faculty positions (SG 3)
 - Objective a: Hire a full time faculty member in Supply Chain
 - Objective b: Hire a full time faculty member in Marketing
 - Objective c: Hire a full time faculty member in Accounting
When University resources permit

- Annual Goal 5: Reestablish adjunct faculty professional development and enhance University support of adjunct faculty (SG 3 and SG 4)
 - Objective a: Examine the needs of business adjunct faculty and existing resources
 - Objective b: Develop and execute plan to inform business adjunct faculty of existing resources and create professional development resources to fill gaps that exist in meeting their professional development needs
 - Objective c: Develop a process to support adjunct faculty in their teaching of online courses.