



Lewis Bear Jr. College of Business Strategic Plan

Mission Statement: *To promote individual, organizational, and regional prosperity through business education, research, and service.*

Dean's Vision: *"To be recognized for exceptional education, research, and service."*

Societal Impact: *Workforce Development – education designed to enhance the knowledge and skills of current and future workers to increase the economic prosperity of individuals and regional organizations.*

Values:

Integrity

- *Holding ourselves and others accountable*
- *Inclusion of all...treating others with dignity and respect*
- *Being honest, fair, and honorable*
- *Keeping promises and commitments*

Innovation

- *Responding to societal needs, trends, challenges, technology*
- *Conducting innovative research and teaching pedagogy*
- *Being flexible and adaptive*
- *Seeking elegant solutions that solve more than one problem*

Excellence

- *Continuously improving*
- *Setting and achieving high standards*
- *Striving for teaching and research effectiveness*
- *Being active and impactful in our field*

Learning

- *Pursuing growth, knowledge, and skills*
- *Being curious and seeking other perspectives*
- *Being okay with making mistakes and learning from ours and those of others*
- *Enjoying the journey and destination*

Strategic Direction 1: Student Success

<p>LBJCOB Goal 1.1 Provide learner-centered, high-impact educational and co-curricular learning experiences that prepare students to become successful in their careers and lives.</p>	<p>Indicators of success</p> <ul style="list-style-type: none">• Number of courses with high quality learning experiences<ul style="list-style-type: none">○ Guest speakers○ Industry tours○ Applied projects○ Student research○ Real world applications○ Contextual writing assignments○ Extensive instructor feedback○ HIPs○ Industry show trips○ Case competitions• Number of courses with business professional skills• Number of high quality learning experiences• Number of HIP designated courses• Number of hosted student focused conferences or contests• Number of student career development sessions
<p>LBJCOB Goal 1.2 Provide relevant programs that align curricula with student needs and workforce demands and facilitate timely progress to completion for all learners.</p>	<p>Indicators of success</p> <ul style="list-style-type: none">• Number of students in Programs of Strategic Emphasis• Number of certificates/credentials earned• Number of courses with certificates or credentials• Number of certificates or credentials offered• Number of courses with relevant software• Number of courses with emerging technologies• Number of non-degree certificates or courses offered• Number of non-degree certificates earned
<p>LBJCOB Goal 1.3 Maintain flexible learning options that support both face-to-face and virtual learning</p>	<p>Indicators of success</p> <ul style="list-style-type: none">• Percentage of online courses using both synchronous and asynchronous teaching techniques

<p>environments for earning undergraduate and graduate degrees, and related credentials.</p>	<ul style="list-style-type: none"> • Number of courses with available recordings: <ul style="list-style-type: none"> ○ Instructor designed ○ Instructor led discussion/lecture ○ Guest speakers • Number of individual or small group synchronous sessions for online courses • Number of instructor designed videos • Number of courses with accessible resources
<p>LBJCOB Goal 1.4 Communicate to both faculty and students about available student support resources.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of students using support services • Number of students referred to support services • Number of meetings/information sessions informing faculty of support services. • Number of faculty referring students to support services

Strategic Direction 2: Employee Success

<p>LBJCOB Goal 2.1 Attract, develop, promote, and retain sufficient number of employees to meet our mission.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Percentage of successful searches • Competitive salary and benefits • Number of professional development opportunities • Percentage of employee positions filled • Percentage of courses taught by full time faculty • Expenditures for professional development • Number of employee certifications earned • Percentage of employees given development opportunities • Number of teaching or scholarship information sessions
<p>LBJCOB Goal 2.2 Foster flexible work environments that contribute to a sustainable balance for employees while still ensuring student success.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Percentage of faculty satisfied with work schedule • Student satisfaction with services

<p>LBJCOB Goal 2.3 Recognize, reward, and celebrate high achieving employees for her contributions to student development, scholarly or professional achievements, community partnerships, and the university.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of internal award programs • Number of employees earning external awards • Number of nominations for awards • Number of award ceremonies • Annual accomplishments report • Expenditures for awards
<p>LBJCOB Goal 2.4 Sustain and advance an environment that encourages and recognizes collaboration, innovation, and continuous improvement</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of intellectual contributions with multiple UWF authors • Number of community of practice meetings • Number of formal mentor relationships • Number of contributions to help faculty with intellectual contributions
<p>LBJCOB Goal 2.5 Create a path for advancement for faculty and staff.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of key personnel with identified succession plans • Number of community of practice meetings addressing advancement • Percentage of mid-term reviews completed on time.
<p>LBJCOB Goal 2.6 Provide resources and tools needed for employee success.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Employee satisfaction with resources/tools

Strategic Direction 3: Exceptional Academic Programming and Scholarship

<p>LBJCOB Goal 3.1 Invest in new and augment existing academic programs that meet professional, personal, scholastic, and workforce needs.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of new programs • Number of courses with major curriculum updates (>20% of content) • Number of curriculum/program reviews • Number of new certificates/credentials • Number of new courses offering certificates/credentials • Number of new non-degree courses offered
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<p>LBJCOB Goal 3.2</p> <p>Engage in continuous program improvement using evaluation and assessment processes and practice informed by data.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of exit interviews completed • Number of courses changed based on feedback • Number of changes to programs based on feedback • Number of new courses added based on feedback • Change in metrics based on improvement efforts
<p>LBJCOB Goal 3.3</p> <p>Support academic scholarship to benefit organization and society.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of intellectual contributions • Number of intellectual contributions that focus on workforce development • Expenditures that support scholarship • Quality of intellectual contributions • Percentage of faculty making intellectual contributions • Number of events/seminars hosted that support academic scholarship

Strategic Direction 4: Community and Economic Engagement

<p>LBJCOB Goal 4.1</p> <p>Enhance outreach and engagement in the community, maximizing the University's outcomes and visibility.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of faculty presentations to external organizations • Number of meetings/presentations that increase UWF visibility • Number of presentations held to represent UWF • Number of external organization membership by faculty • Number of executive mentors from community • Number of conferences hosted that include community • Number of attendees at each meeting, presentation, or conference • Number of SBDC clients consulted • Number of SBDC client consulting hours • Number of new business starts • Value of SBDC client sales increase • Number of client jobs impacted
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	<ul style="list-style-type: none"> • Value of SBDC client capital formation • Value of SBDC client government contracts • SBDC Fiscal Impact (taxes)
<p>LBJCOB Goal 4.2 Promote education designed to enhance the knowledge and skills of current and future workers to increase the economic prosperity of individuals and regional organizations.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of organizations where training occurred • Number of students trained • Number of consulting sessions by faculty • Number of faculty created organizations that support workforce development

Strategic Direction 5: Infrastructure

<p>LBJCOB Goal 5.1 Maintain safe, effective, efficient use of physical plant.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of times key resources are used
<p>LBJCOB Goal 5.2 Acquire or develop, support, integrate, and secure technology that aligns with the academic mission.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of programs/software offered to faculty for research • Number of programs/software offered to faculty for teaching • Number of programs/software offered to students • Expenditures for programs/software • Expenditures for technology hardware or components • Expenditures for technology training • Number of technology training events offered to faculty/staff

Strategic Direction 6: Operational Excellence

<p>LBJCOB Goal 6.1 Provide effective and timely business services, promote student safety, and ensure accountability of operations to internal and external stakeholders.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Percentage of policies and instructions posted in easy to locate format • Percentage of policies and instructions that are current
<p>LBJCOB Goal 6.2 Promote transparent and effective communication.</p>	<p>Indicators of success</p> <ul style="list-style-type: none"> • Number of editions of The Dean's List • Number of emails/announcements of upcoming events or event results Time from information received until it is transmitted to higher/lower levels

Strategic Direction 7: Culture

<p>LBJCOB Goal 7.1 Maintain a welcoming, equitable and respectful environment for all.</p>	<p>Indicators of success</p> <ul style="list-style-type: none">• Faculty evaluation of culture/climate• Student evaluation of culture/climate
<p>LBJCOB Goal 7.2 Cultivate an environment that promotes integrity, tolerant civil discourse, and ethical behaviors.</p>	<p>Indicators of success</p> <ul style="list-style-type: none">• Number of courses that include discussions of integrity/tolerant civil discourse/ethical behaviors• Number of training events that focus on integrity/tolerant civil discourse/ethical behaviors