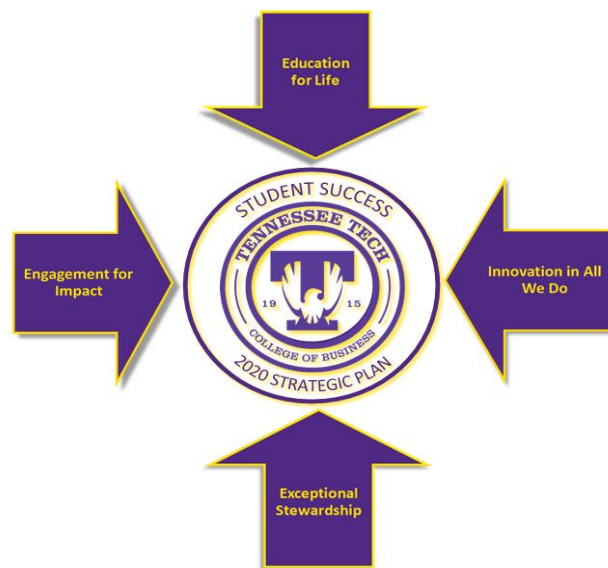


2020 Tennessee Tech College of Business

STRATEGIC PLAN

(Approved by faculty at the April 9, 2020 meeting)



Strategic Goal One - *EDUCATION FOR LIFE*

STRATEGIES

A. Integrate high impact experiential opportunities into COB programs

1. Tactic: Increase student involvement in research and other intellectual contributions.
2. Tactic: Expand internships and other experiential opportunities such as project-based active learning.
3. Tactic: Formalize policies and processes necessary to sustain a program of experiential opportunities.

B. Provide quality resources to promote the academic and professional success of students

1. Tactic: Develop a cohesive philosophy and approach to advising and mentoring based on best practices.
2. Tactic: Strengthen the *Eagles Excel* early-intervention counseling program for at-risk students.
3. Tactic: Utilize COB resources (UBUS 1020 or equivalent, clubs/organizations, and Student to Career programming) to promote student engagement and affiliation with business disciplines earlier in their matriculation.
4. Tactic: Develop a systematic infrastructure for job placement and data collection to track graduates' "first destination."
5. Tactic: Increase student attainment of academic and professional certifications.

C. Make data driven and stakeholder responsive changes to curricula, learning goals, and programs

1. Tactic: Review and update undergraduate and graduate curriculum and learning goals that reflect currency of knowledge and stakeholders' expectations.
2. Tactic: Review and update the undergraduate curriculum to assure robust coverage of international content informed by assurance of learning results.
3. Tactic: Incorporate communication skill development across all undergraduate and graduate core courses.

D. Improve diversity in the College of Business.

1. Tactic: Leverage university and external diversity-focused resources to target recruitment and diversify the student body.
2. Tactic: Work with university and external organizations to diversify the faculty.

Strategic Goal 2 - *INNOVATION IN ALL WE DO*

STRATEGIES

A. Provide systematic and strategically-focused professional development opportunities for faculty and staff

1. Tactic: Broaden and enhance summer research support for new hires and tenure-track faculty.
2. Tactic: Develop and implement a Faculty Fellows program with business and industry groups.
3. Tactic: Provide funding and goal-related incentives for faculty and staff attainment of professional certifications.

B. Promote and facilitate broader implementation and usage of technology assets in the COB curriculum

1. Tactic: Utilize emerging technologies and support systems (campus departments, centers, and digital publications/resources) to increase the value and quality of in-person, online, and hybrid graduate and undergraduate programs.
2. Tactic: Highlight best practices, provide training, and assure quality across all live, online, and hybrid courses and programs.
3. Tactic: Focusing on emerging technologies, survey faculty, staff, and stakeholders to inform curricular and learning goal improvements.

C. Recognize, incentivize, and publicize faculty and student accomplishments and reputation enhancing activities

1. Tactic: Through the COB Social Media Working Group, amplify faculty, student, and programmatic accomplishments on social media posts and publications.
2. Tactic: Develop a list of subject-matter experts and other press kit materials for distribution to media outlets and organizations.

Strategic Goal Three - *EXCEPTIONAL STEWARDSHIP*

STRATEGIES

A. Promote faculty, staff, and alumni giving

1. Tactic: Develop and leverage marketing strategies to increase matching gifts.
2. Tactic: Utilize newly constituted college advisory boards and alumni networks to increase unrestricted giving.
3. Tactic: Increase strategically-focused grant and contract projects and revenues.

B. Improve effectiveness and transparency of resource allocation processes

1. Tactic: Develop an incentive-based budget system and tie resource allocation to productivity and performance.
2. Tactic: Simplify budgeting and accounting workflows and information.

Strategic Goal Four - *ENGAGEMENT FOR IMPACT*

STRATEGIES

A. Increase civic and community engagement

1. Tactic: Establish major-specific advisory boards; restructure and repurpose COB advisory boards to increase diversity, increase utilization and effectiveness, and broaden participation of alumni and business professionals.
2. Tactic: Identify and utilize business and community leaders as experiential program participants, mentors, and executives-in-residence.
3. Tactic: Through the COB Social Media Working Group, develop and implement a rebranding and social media plan; clarify and amplify COB impact, image, and reputation.
4. Tactic: Recognize and incentivize participation and leadership in civic, professional, and community activities and organizations.

B. Increase professional engagement activities and intellectual contributions to business practice and education

1. Tactic: Participate in grants, contracts, and projects demonstrating positive societal impact through iCube and other collaborations.
2. Tactic: Recognize and incentivize business and professional engagement and intellectual contributions; reward participation through annual evaluations, agreements of responsibility (AOR), executive education, and faculty qualification activities (e.g., application- oriented research, economic development and business boards, faculty internships, grants and contracts, and executive/professional education initiatives).