

LUKENDA SCHOOL OF BUSINESS STRATEGIC PLAN (2020-2025)

Mission	To create learning communities that motivate, guide, educate, and connect.
Vision	To be recognized as a premier undergraduate business school dedicated to student-centered learning and educational experience.
Core values	Creativity, Innovation, Entrepreneurial Spirit, Ethical Leadership, Respect

KEY STRATEGIC OBJECTIVE 1: IMPROVE EDUCATIONAL EFFECTIVENESS AND STUDENT SUCCESS					
1.1 GOAL: Monitor results of knowledge-based assessment in business					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
1.1.1 Ensure senior business students take knowledge-based assessment in their capstone course (BUSN 466)	BUSN 466 Instructor	2 contact hours per semester	Percentage of BUSN 466 who take assessment	Ongoing	90% of students in BUSN 466 will take assessment
1.1.2 Analyze knowledge-based assessment results to evaluate areas for improvement	Business Faculty	2 hours per analysis each semester	Mean student score	Semi-annual	70% of students score at least the national mean
1.1.3 Enter program assessment data into Nuventive at year-end	Business Faculty	Time to complete task	Number of Nuventive Program Reports completed	Annual	75% of program assessments entered into Nuventive
1.1.4 Monitor knowledge-based assessment tool to ensure it provides useful information to identify areas for improvement and to inform curriculum development (LT)	Business Faculty	1 hour per year	Number of subject areas at or above the national mean	Annual	At least 6 of 9 subject areas consistently at or above the national mean
1.2 GOAL: Monitor 6-year graduation rates					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
1.2.1 Regularly advise students who are struggling to graduate	Faculty Advisors	2-3 weeks each semester	Percentage of students graduating within 6 years	Ongoing; at least once per semester	50% of students graduate within 6 years
1.2.2 Regularly advise students toward a target graduation date	Faculty Advisors	2-3 weeks each semester	Percentage of students who meet with faculty advisors	Ongoing; at least once per semester	75% of students meet with faculty advisors each semester
1.3 GOAL: Create opportunities for collaborations across programs					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
1.3.1 Review business programs/minors to facilitate collaboration across programs	Dean, Chair and Business Faculty	Time to complete task	Number of programs/minors reviewed annually	Annual	2-3 programs/minors reviewed
1.3.2 Review business programs/minors to facilitate collaboration across programs (LT)	Dean, Chair and Business Faculty	Time to complete task	Percentage of programs/minors reviewed within 5 years	Annual	90% of programs/minors reviewed

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KEY STRATEGIC OBJECTIVE 2: INCREASE HIGH-IMPACT EDUCATIONAL EXPERIENCES IN DEGREE PROGRAMS					
2.1 GOAL: Maintain student clubs					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
2.1.1 Maintain student clubs (Accounting, Investment, Marketing, Women in Business (WIB), Cannabis Business)	Business faculty and faculty club advisors	Faculty and student - Time availability	Number of active student clubs	Ongoing	At least 3 student clubs per year are active
2.1.2 Encourage faculty advising to student clubs as part of service	Business faculty and faculty club advisors	Faculty time availability	Number of faculty club advisors	Ongoing	At least 3 faculty club advisors are available for student clubs
2.2 GOAL: Encourage internships and independent studies					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
2.2.1 Distribute incoming internship opportunities to students	Business Faculty and Academic Assistant	Email list server for business students	Number of internship opportunities	Ongoing	At least 5 internship opportunities emailed to students
2.2.2 Solicit internship opportunities from PAB members (LT)	Dean and Chair	Time during semi-annual meetings	Number of internship opportunities	Ongoing	At least 2 internship opportunities
2.2.3 Collaborate with LSSU Career Center to generate internship opportunities (LT)	Business Faculty and Career Center Director	Career Portal, Job Fairs, Resume/Career Workshops (Existing resources)	Percentage of students utilizing Career Center resources	Ongoing	30% of business students on the Career Portal
2.3 GOAL: Encourage experiential learning in the classroom					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
2.3.1 Maintain existing experiential learning opportunities in the classroom	Instructors	Varies by type and course	Number of experiential learning opportunities in the classroom	Ongoing	At least one opportunity in the classroom for each program

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KEY STRATEGIC OBJECTIVE 3: MAINTAIN RELATIONSHIPS WITH EXTERNAL PARTNERS					
3.1 GOAL: Hold semi-annual Professional Advisory Board meetings					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
3.1.1 Plan, discuss and finalize agenda at departmental meetings at the beginning of each semester	Dean, Chair, Business Faculty and Academic Assistant	Time to complete task	Number of PAB meetings	Fall and spring semesters	2 PAB meetings per year
3.2 GOAL: Host annual senior dinner					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
3.2.1 Plan, discuss and finalize agenda at the beginning of spring semester	Dean, Chair, Business Faculty and Academic Assistant	Time to complete task	Number of sponsors	Ongoing	At least 5 sponsors
3.3 GOAL: Maintain network with local and regional organizations					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
3.3.1 Collaborate with local community representatives to host one business event at LSSU in the fall	Dean, Chair, Business Faculty and Academic Assistant	Time to complete task	Number of business events	Annual	One event per year

KEY STRATEGIC OBJECTIVE 4: INCREASE VISIBILITY AND ENHANCE POSITION TO TARGET AUDIENCES					
4.1 GOAL: Host prospective students					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
4.1.1 Coordinate with LSSU Admissions to meet prospective students	Chair, Business Faculty and Academic Assistant	50 hours per year	Percentage of prospective students who meet with faculty	Ongoing	75% of prospective students meet with faculty
4.2 GOAL: Generate and distribute semi-annual LSB newsletter to stakeholders					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
4.2.1 Solicit achievements and acknowledgements from Business faculty, students, student clubs, and PAB members	Chair, Business Faculty and Academic Assistant	Time to complete task	Number of newsletters	Ongoing	2 newsletters per year
4.3 GOAL: Maintain LSB website					
Action Plan	Accountability	Budget requirements	Metric/Measure	Timeline	Performance Target
4.3.1 Review LSB website periodically	Chair, Business Faculty and Academic Assistant	Time to complete task	Percentage of website that is up-to-date	Ongoing	90% of LSB website that is up-to-date