

Report from the Dean



COB Dean's Five Year Vision and Goals Statement

At the outset it is helpful to compare the vision of the university with the vision of the College of Business (COB). The University vision states "Illinois State University, a first choice public university, will be increasingly recognized as a national leader for educating high achieving, motivated students who seek an individualized and transformative experience." The vision of the COB states that the college aspires to be "the first choice for business education in Illinois."

The COB has in place a strategic Plan for 2012-2017. During October 16-18, 2016 the COB was visited by a peer review team for a AACSB Accreditation Continuous Improvement Five Year Review in Business and in Accounting. The team was appreciative of the progress of the college and made a suggestion that the college was now in a position to make its mission statement more distinctive. The current mission statement is "Through our shared commitment to excellence in teaching, research and service, we prepare students to be skilled and ethical business professionals who will make significant positive contributions to organizations, to communities, and to our larger society."

A comprehensive planning process to formulate a strategic plan for 2017-2022 has begun. Further details of the status of the work on the plan are given in the section below on the dean's vision and general strategies for achieving this vision.

In accordance with Illinois State University Policy & Procedures 3.2.15, information on the vision and goals of the college in relation to the overall vision and goals of the university is reported below:

1. THE LINKAGE BETWEEN ANTICIPATED PROGRESS IN THE COLLEGE AND UNIVERSITY GOALS STATEMENTS

The 2012-17 COB Strategic Plan has four goals. The goals and strategies associated with each goal are stated below with the corresponding goals in Educating Illinois reported in parentheses

1. Prepare students to become skilled business professionals who can contribute positively to organizations and society.
 - a. Maintain high expectations for excellence in student performance and ethics (EdIL: G1, G2)
 - b. Develop a supportive and individualized educational experience (Edil: G1, G2)
 - c. Maintain a student body consisting of diverse, motivated individuals with high standards and high expectations (EdIL: G1)
 - d. Continue to provide an integrated and responsive curriculum (EdIL: G2)
 - e. Provide opportunities for students to pursue professional certification and seek graduate degrees (EdIL: G2)
2. Build a community of excellent scholars, teachers, and support staff
 - a. Employ an excellent faculty and staff who meet the needs of COB stakeholders (EdIL: G1, G2)
 - b. Provide state of the art facilities, technology, and technology support for students, faculty and staff. (EdIL: G2)
 - c. Provide professional and social opportunities that facilitate self-discovery and professional development (EdIL: G2)
3. Promote and Communicate our successes and our vision of excellence and national recognition.
 - a. Provide opportunities for the faculty to develop nationally recognized expertise (EdIL: G3)
 - b. Maintain AACSB International Accreditation for business and accounting (EdIL: G1, G2)
 - c. Continue developing an effective marketing communications strategy (EdIL: G3)
 - d. Encourage national and international recognition of the COB and individual programs (EdIL:G3)
4. Create and strengthen partnerships with alumni and business organizations
 - a. Continue existing and seek out new programs that strengthen partnerships (EdIL:G3)
 - b. Maintain existing and create new relationships with businesses and organizations that partner with the COB and hire our graduates (EdIL: G3)
 - c. Increase private financial support (EdIL: G3)
 - d. Maintain an active and vibrant COB Alumni network (EdIL: G3)

2. THE LINKAGE TO SIMILAR STATEMENTS FROM OTHER COLLEGES/MILNER LIBRARY IN THE UNIVERSITY WITH WHICH THERE MAY BE OPPORTUNITIES FOR INTERDISCIPLINARY EFFORTS OR EFFICIENCIES.

This linkage arises through the Educating Illinois Plan. Departments within the COB will continue to explore opportunities for interdisciplinary efforts with other colleges. Examples of interdisciplinary programs initiated by the college include the major in Risk Management and Insurance in collaboration with Actuarial Science, the major in Business Education in collaboration with the College of Education and a minor in Sustainability. The College will explore the possibility of stating a new Masters in Business Education degree program.

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3. THE DEAN'S VISION OF THE COLLEGE'S FUTURE AS WELL AS GENERAL STRATEGIES FOR ACHIEVING THE VISION.

Preparation has begun for a new Strategic Plan for the College for 2017-2022. Input from the College of Business Advisory Council was requested at their meeting on October 25, 2016. A College of Business Strategic Planning Retreat was held on October 28, 2016. Breakout groups at the retreat provided input on college strengths, weaknesses, opportunities and challenges. Input from students was solicited at the College of Business Executive Committee meeting on November 30, 2016. A draft document on vision and goals was reviewed in December 2016 by members of the COB Coordinating Team.

In Spring 2017, a Strategic Planning Task Force will be formed and a faculty facilitator appointed. Further details of the strategic plan will be provided to Academic Affairs as the plan progresses. In general terms, the strategies to accomplish the goals of the plan are to invest in faculty development and transformational learning opportunities for students, both in the classroom and outside.

4. THE RELATIONSHIP BETWEEN OUTREACH ACTIVITIES AND FUNDRAISING ACTIVITIES IN ACCORDANCE WITH UNIVERSITY AND COLLEGE GOALS STATEMENTS.

As of November 2, 2016 (the most recent date for which data is available at the time of writing this report), since the start of the fiscal year on July 1, 2016, the COB has raised \$ 1, 215, 926 in philanthropic gifts.

The priorities in fundraising for the college are

- a. Expanding student opportunities: Supporting student excellence through scholarships, internships, service learning opportunities, study abroad and entrepreneurship
- b. Attracting, retaining and developing high quality faculty with strengths in teaching and research
- c. Raising unrestricted funds which can be deployed to seize opportunities to support program excellence
- d. Reaching beyond campus boundaries to work with the community through our centers and institutes.
- e. Encouraging Interdisciplinary thinking by creating "Innovation and Collaboration spaces" within the college to develop new ideas for expanding markets. These would be experiential learning labs to promote innovative business concepts as well as accelerator programs for new businesses.
- f. Raising resources for a new Center for Professionalism and Career Development staffed with professionals to coordinate internships and industry connections, mentoring opportunities, and career counseling.

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Business Advisory Council Meeting

College of Business | Illinois State University | May 18, 2017

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BAC Presentation

- Introduction
- FY17 Accomplishments & Productivity
 - Accomplishments
 - Productivity/Metrics
 - Use of Funds
- FY18 Planning
 - Major Objectives
 - Permanent Funding
 - Strategic Budget Carryover
 - Enhancement Request
 - Personnel Requests

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College Leadership Team

Ajay Samant	Dean
Dan Goebel	Associate Dean
Tim Longfellow	Associate Dean
Debbie Seifert	Interim Chair, Accounting
Gary Koppenhaver	Chair, Finance, Insurance and Law
Roberta Trites	Interim Chair, Management & Quantitative Methods
Horace Melton	Interim Chair, Marketing

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Imagine
FIRST CHOICE IN UNDERGRADUATE BUSINESS EDUCATION

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Imagine
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FY17 Accomplishments and Productivity

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2012 - 2017

Mission, Vision, Core Values, Goals, Strategies and Tactics

Vision:
The first choice for business education in Illinois

Mission:
Through our shared commitment to excellence in teaching, research, and service, we prepare students to be skilled and ethical business professionals who will make significant positive contributions to organizations, to communities, and to our larger society.

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Our Goals

are aligned with Educating Illinois

Goal 3
Increase student success rates in the College of Business by providing a supportive learning environment.

Goal 4
Increase student retention by providing an engaging and supportive learning environment.

Goal Four
Create and strengthen partnerships with alumni and business organizations

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Skilled Business Professionals

Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society

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COBEC

College of Business Executive Council

Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society

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BUSINESS WEEK 2017

Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society

- The Business Week program provides opportunities for students to learn and apply business skills outside the classroom

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Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society

BW Fall Events:
 BW Golf Outing: A Teaching Experience
 Movie Talk: Corporate Ethics – *The Big Short*
 Mentor Program Recruitment
 Corporate Social Responsibility Case Competition

BW Spring Events:
 Professional Development Dinner
 Transition Seminars
 International Business Showcase
 COB Hall of Fame
 Keynote Address and Reception
 INSPIRE: A Women's Exchange of Knowledge



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Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society



2017 Business Week Mentor Program

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Goal One
Prepare students to become skilled business professionals who can contribute positively to organizations and society



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Goal Two
Build a community of excellent scholars, teachers, and support staff

Employ an excellent faculty and staff who meet the needs of COB stakeholders

Professional Development Activity							
Dept	Instruction	Research	Tech	AoL	Total		
ACC	1		6	4	1		25
FIL	2		8	4	5		50
MKT	3	4	5	3	2		29
MCM					1	1	
Total:	6	8	52	19	9		105

Deep Content Knowledge

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Goal Two
Build a community of excellent scholars, teachers, and support staff

Employ an excellent faculty and staff who meet the needs of COB stakeholders


Research Categories							
Dept	Art	Chp	Grant	Wk	Oth	Total	
ACC	18		4	5	15	45	
FIL	12			28	1	60	
MKT	31				37	97	
MQM	13			11		42	
Total	74	3	39	20	11	81	244

Deep Content Knowledge

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Goal Two
Build a community of excellent scholars, teachers, and support staff

- Provide Professional Development Opportunities for the Faculty



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Goal Two
Build a community of excellent scholars, teachers, and support staff


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Goal Three
Promote and communicate our successes and our vision of excellence and national recognition

- Expanded BIS Innovation Lab
- 25% of COB students use 3D Printing Technology in the classroom



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Goal Three
Promote and communicate our successes and our vision of excellence and national recognition

Select Accomplishments

- COB graduation survey to track employment data and experiential activities for current graduates.



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Goal Three
Promote and communicate our successes and our vision of excellence and national recognition

Select Accomplishments

- COB graduation survey to track employment.

Major	Salary
Accountancy (B.S.)	\$51,731
Accountancy (B.S./M.P.A.)	\$56,324
Accounting (M.S.A.)	\$51,346
Business Administration	\$41,324
Business Information Systems	\$50,000
Entrepreneurship and Small Business	\$40,577
Finance	\$47,500
General Marketing	\$40,833
Human Resource Management	\$41,250
Insurance	\$50,000
Integrated Marketing Communications (IMC)	\$40,962
International Business	\$50,500
MBA	\$52,500
Organizational Leadership	\$45,357
Professional Sales	\$45,909

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Goal Three
Promote and communicate our successes and our vision of excellence and national recognition

Select Accomplishments

- COB graduation survey to track internships.

Major	Percentage
Accountancy (B.S.)	47.89%
Accountancy (B.S./M.P.A.)	46.63%
Accounting (M.S.A.)	46.02%
Business Administration	38.04%
Business Information Systems	38.07%
Entrepreneurship and Small Business	36.09%
Finance	48.02%
General Marketing	75.79%
Human Resource Management	76.61%
Insurance	85.00%
Integrated Marketing Communications (IMC)	78.07%
International Business	88.03%
MBA	13.34%
Organizational Leadership	65.08%
Professional Sales	82.03%
Small Biz	25.00%

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Goal Four
Create and strengthen partnerships with alumni and business organizations

Select Accomplishments

- Maintain existing and create new relationships with businesses and organizations that partner with the COB and hire our graduates.



Early Career Achievement Awards

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Goal Four

Create and strengthen partnerships with alumni and business organizations

Select Accomplishments

- Increase Private Financial Support



Measures of Productivity:



Measures of Productivity: Enrollment

Students	Trend	Fiscal Year				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2017
University Total		21,424	23,947	25,500	25,774	25,827
Business		3,530	5,562	8,538	8,899	9,727

FTIC enrollment increased 38% from FY12 to FY17. The increase in COB enrollment over that timespan is almost 15%.

Measures of Productivity: Credit Hours

Credit Hours	Trend	Fiscal Year				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2018
University Total		170,780	181,848	192,450	198,242	208,242
Business		17,864	30,445	43,271	45,225	53,745

Credit Hours in the College of Business followed the growth in majors and increased 7% from FY14 to FY16.

Measures of Productivity: Credit Hours/TT

Credit Hours per TT	Trend	Fiscal Year				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2018
University Total		570	576	576	580	572
Business		624	433	491	497	492

Measures of Productivity: Credit Hours NTT

Total NTT Credit Hours	Trend	Fiscal Year				
		FY 2012	FY 2013	FY 2014	FY 2015	FY 2018
University Total		203,739	205,283	187,234	208,218	199,444
Business		25,470	27,375	23,791	26,419	27,134

Measures of Productivity: Class Size

Fall 2012	College Total	College Percent	Cumulative Percent	Avg. Class Size
Class Size 2 to 50	54	15.2%	15.2%	
Class Size 50 to 20	139	47.6%	62.8%	
Class Size 20 to 30	55	16.0%	78.8%	
Class Size 40 to 60	27	8.2%	87.0%	
Class Size 100 to 100	15	5.1%	100.0%	
Total No. of Classes	292			26.45

Measures of Productivity: Class Size

Class Size Average - Fall 2016		
Class Level	COB Average	University Average
100	56.3	44.9
200	45.4	29.4
300	24.5	20.8
Grand Total	41.1	33.4

College of Business class size is 23% larger overall than the University average

FY18 Planning



#1 - FY18 Major Objectives

- Build on momentum from AACSB extension of accreditation for 2017 to 2022 by completing a new 5-year strategic plan



Some Perspective:

No. of business schools/colleges world wide > 10,000
No. of those accredited by AACSB 777
No. accredited in both business and accounting 185

The ISU COB is in the elite 1.85 per cent of accredited business and accounting schools world wide. We can proudly say that we have attained and maintained the accreditation gold standard.*

#2 - FY18 Major Objectives

- Begin offering the B.S. in International Business degree in Panama in partnership with Quality Leadership University



#3 - FY18 Major Objectives

- Continue Implementation of the Redbird Career Portfolio (career and professionalism program) for all COB freshman and sophomores. COB juniors and seniors will be phased in starting in Fall 2018.



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#3 - FY18 Major Objectives

- Implement Suitable software service to track student progress toward RCP Certificate in Professionalism
- Suitable students vs. Other students

2.6x

more likely to have an internship

2.3x

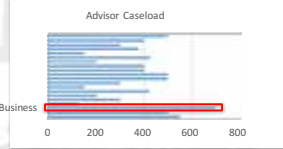
more likely to attend extra curricular events



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#4 FY18 Major Objectives

- Increase the number of Academic Advisors in the COB



- AACSB peer review team cited our high advising case load as an opportunity for improvement. **National best practice average = 350; COB average = 615.**

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38

#5 FY18 Major Objectives

- Increase collaboration space



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#6 FY18 Major Objectives

- Strengthen enrollment in the MRA/CMBA Programs



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40

Thank you!



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41