College of Business 2014-2019 Strategic Plan

Mission
East Carolina University’s College of Business provides an engaging learning environment to the leaders of today and tomorrow while expanding business knowledge and serving our communities. The foundation of our mission is the integration of four critical elements: Think, Value, Communicate, Lead.

University Commitment 1: Maximize Student Success

University Action 1.2: We will be a leader in the use of innovative teaching strategies.

Unit Objective 1: Increase the faculty use of innovative technologies and innovative teaching strategies

Metrics:
1. Enrollment of students in hybrid courses, client- and problem-based courses.
2. Number of problem based learning classrooms and spaces (Sq. Ft. & Utilization).

Unit Actions:
1. Create faculty development program and standards for Problem Based Learning course designation. Implement curriculum changes and create banner attribute for tracking.
2. Expand efforts to efficiently use existing state-of-the-art facilities and collaborate with ITCS & Facilities to create additional facilities to meet student demands.

University Action 1.7: We will provide U.S. students with more opportunities to study abroad.

Unit Objective 2: Increase study abroad opportunities for undergraduate education.

Metric:
1. Number of study abroad opportunities.

Unit Action:
1. Develop new MOUs with preapproved international institutions/courses to maximize business course transfer credit.

Unit Objective 3: Increase financial support for student and faculty study abroad.

Metric:
1. New dollars allocated to student and faculty study abroad.

Unit Action:
1. Solicit funding for scholarships and provide course releases and supplemental funding for faculty developing study abroad opportunities.

University Commitment 2: Serve the Public

University Action 2.5: We will be a portal to serve the lifelong learning needs of North Carolina and our region. We will target professional development, continuing education and lifelong learning opportunities that support the needs of the region.

Unit Objective 4: Become a regional hub for professional development opportunities in business related disciplines.
**Metrics:**
1. Number of new professional development opportunities.
   Enrollment in non-credit professional development opportunities

**Unit Actions:**
1. Incentivize faculty participation by streamlining processes and diversifying marketing methods.
2. Develop menu of professional development opportunities and content of interest and value to the region.

**University Commitment 3: Lead Regional Transformation**

**University Action 3.2:** ECU will grow innovative and market-driven graduate programs that respond to regional challenges and opportunities.

**MISSING OBJECTIVE**

**Metric:**
1. Number of new programs and enrollment.

**Unit Action:**
1. Develop curriculum, recruit students, and implement marketing of Project Management and Business Analytics certificate programs.

**University Action 3.5:** We will build a named College of Business that is ranked in the top 50 nationally. We will implement an entrepreneurial certificate program open to all majors at ECU.

**Unit Objective 5:** Build a named College of Business.

**Metric:**
1. Increase in donor base and donations.

**Unit Action:**
1. Increase effort and investment in development process to increase donor base.

**Unit Objective 6:** Implement entrepreneurship certificate and graduate first cohort of students by fall 2016.

**Metric:**
1. Enrollment in entrepreneurship certificate program.

**Unit Action:**
1. Develop curriculum, recruit students, and implement marketing of entrepreneurship certificate program.