



FY 09 Academic Plan
March 20, 2008

College of Business and Technology

Historical Perspective

- When the Colleges were reorganized at WIU, the former College of Business considered two options . . .
 - Business and Administration
 - Business and Technology
- The decision was to embrace Business and Technology to gain future impact through synergy resulting from convergence . . .

The New Economy

- It will not be driven by business alone . . .
- Nor will it be driven by technology alone . . .
- The new economy will be driven by the convergence of business and technology . . .
- WIU, with a College of Business & Technology, is strategically positioned to prepare graduates to lead in the new economy . . .

CBT Vision

- To become a world class business and technology learning community wherein teaching, research and creative activity, and service are linked, fostered, and driven by the focus on *learning* – student learning, faculty and staff learning, public and private sector learning, and so forth.

CBT Mission

- To prepare leaders for the technology-driven global economy . . .

Strengths

- CBT has very good faculty and staff who are committed to educating the rising generation . . .
- CBT benefits from the international reputation for excellence of WIU . . .
- CBT is one of 450 AACSB accredited institutions in the U.S. – AACSB accredited for 30 years . . .

CBT Units

- Accounting
- Agriculture
- Computer Science
- Economics
- Engineering Technology
- Information Systems & Decision Sciences
- Management
- Marketing and Finance
- Office of Global Education
- QC Executive Studies Center

Undergraduate Programs

MACOMB CAMPUS

Bachelor of Business in:

- Accounting
- Economics
- Finance
- Human Resource Mgmt
- Information Systems
- Management
- Marketing
- Supply Chain Mgmt

QUAD CITIES CAMPUS

Bachelor of Business in:

- Accounting
- Information Systems
- Management
- Marketing

Undergraduate Programs

MACOMB CAMPUS

Bachelor of Science in:

- Agriculture
- Computer Science
- Construction Mgmt
- Graphic Communication
- Manufacturing Eng Tech
- Telecom Mgmt

Bachelor of Arts in:

- Economics

QUAD CITIES CAMPUS

Bachelor of Science in:

- Manufacturing Eng Tech

Graduate Programs

MACOMB CAMPUS

- MBA
- MS in Computer Science
- MS in Mfg Eng Systems
- MA in Economics
- Master of Accountancy

QUAD CITIES CAMPUS

- MBA

Metrics

CBT Majors

	Fall 03	Fall 07	Increase	
			N	%
UG	2,265	2,326	31	2.7%
Grad	240	260	20	8.3%
Total	2,505	2,586	81	3.2%

CBT Minors

Fall 07 1,651 minors in CBT

<u>Minor</u>	<u>N</u>	<u>WIU Rank</u>
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MGT	535	1
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MKTG	359	3
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COMSCI	167	7
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CBT Graduates

	FY 03	FY 04	FY 05	FY 06
UG	524	523	534	498
Grad	98	135	102	81
Total	622	658	636	579

CBT Student Credit Hours

<u>FY 04</u>	<u>FY 05</u>	<u>FY 06</u>	<u>FY 07</u>
65,699	64,202	65,712	66,362

Signature Programs

Signature programs are those that:

- are unique in the region,
- are very strong compared to their competitors, and/or
- have strong student interest and employer demand for the graduates.

Signature Programs

- The majority of the programs in CBT could be classified as “signature programs” based on this definition . . .
- As such, each CBT Department is enhancing its “signature programs” . . .

Signature Programs

The CBT signature programs to be highlighted by the College are:

- Supply Chain Management
- Accounting

Signature Programs

Programs that have the potential to become signature programs to be highlighted by the College:

- Master of Business Administration (MBA)
- Construction Management
- Engineering (Quad Cities campus)
- Ag-Business
- Integrated BS/MS in Computer Science

Supply Chain Management

	F 04	F 05	F 06	F 07
Majors	0	6	28	79
Minors				36

Accounting

	<u>F 04</u>	<u>F 05</u>	<u>F 06</u>	<u>F 07</u>
Majors	196	203	232	301
Minors				<u>42</u>

Construction Management

	F 04	F 05	F 06	F 07
Majors	72	150	227	254
Minors				8

Status

- Before moving into the FY 08 Accomplishments and the FY 09 Goals, we are providing a brief environmental scan identifying some of our strengths and challenges

Strengths

- A university's greatest asset is its employees. As such, it is critical that university leaders focus on the empowerment of faculty and staff, and the recruitment and employment of energetic new faculty and staff members.
- CBT has GREAT faculty and staff!!!

Faculty Shortages

- There is a shortage of PhD faculty in many of the disciplines in the College . . .
- To maintain AACSB accreditation CBT must have more than 60% of its faculty Academically Qualified (doctorate and recent publications).
- Given the shortage of faculty with PhDs the College is initiating a “grow our own” program to invest in developing highly qualified faculty . . .

Salary Inversion

- The shortage of Academically Qualified (AQ) faculty in the business disciplines has resulted in Salary Inversion – a situation wherein new assistant professors command higher starting salaries than retiring full professors.

AACSB Salaries

Average Salaries for Business Faculty 2007-08

<u>Rank</u>	<u>WIU</u>	<u>Public AACSB Accredited</u>
Prof	\$97,300	\$124,100
Assoc Prof	\$85,300	\$101,500
Asst Prof	\$71,500	\$ 99,400
Instructor	\$51,900	\$ 59,400

Salary Inversion

Average Salaries for Business Faculty 2007-08

<u>Rank</u>	<u>WIU</u>	<u>Peers</u>	<u>Aspirants</u>
Prof	\$97,300	\$94,200	\$105,600
Assoc Prof	\$85,300	\$84,200	\$ 95,400
Asst Prof	\$71,500	\$79,900	\$ 91,200
Instructor	\$51,900	\$52,200	\$ 42,800

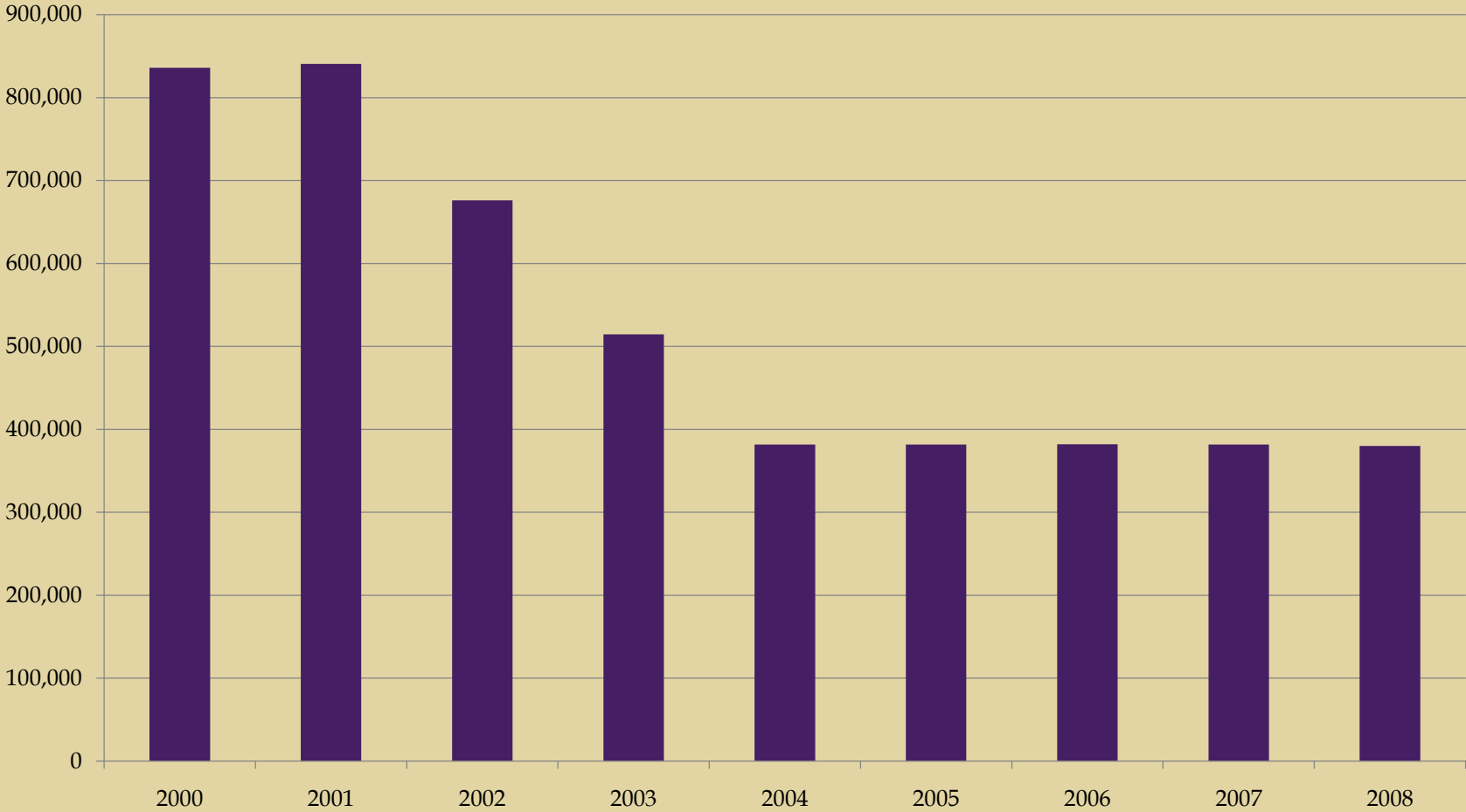


Operating Budget Challenges

- The significant cuts in operating funds for the College and each department since 2000 have significantly limited the funds available for laboratory equipment replacement and upgrades in the lab-intensive units.
- Each year for the past five years the CBT operating budget load was approximately 45% of the operating dollars that were loaded in FY 2000 (approximately \$400,000 per year less than FY 2000).



CBT Operating Budgets FY 00-08



Faculty Travel

- For the past five years CBT department operating budgets were loaded at 60.8% of the FY 2000 budget, significantly reducing the amount available for professional travel.
- In FY 08 the College used \$24,000 from Foundation accounts to match travel for faculty to present papers at conferences and to network with colleagues to enhance research output.

FY08 Accomplishments

- The following list of accomplishments is representative and not intended to be all encompassing . . .

FY08 Accomplishments

- Completed significant revision to MBA program in the Quad Cities
 - Decreased total number of hours required from 60 to 45.
 - Full-scale redesign of the Quad Cities MBA website and all marketing materials.
 - Created GMAT alternative for admission.
 - Initiated the process to create additional revenue by means of a program surcharge.

FY08 Accomplishments

- Strengthened areas for reaffirmation of AACSB accreditation in Business and Accounting (2010)
 - Refined definitions of AQ and PQ faculty.
 - Developed and implemented an assessment program aligned with AACSB assurances of learning.
 - Visited peer and aspirant universities to gain ideas and perspectives of our progress toward AACSB reaffirmation.

FY08 Accomplishments

- Successfully developed proposals for two integrated Bachelor's and Master's Degree programs:
 - Computer Science.
 - Accountancy.

FY08 Accomplishments

- Enhanced the CBT Executive in Residence (EIR) Series
 - The series hosted four Executives in Residence and during FY08 (Laura Janus, Tamara Harris, Eric Gleacher, Gene Poor).
 - Developed mission to specifically address the program's goals and an integrated marketing strategy was implemented for the program's messaging and print publications.

FY08 Accomplishments

- Dividends Cyber Café – 118 Stipes Hall
 - Fulfills a need for student lounge areas in Stipes Hall with an additional 961 square feet of discretionary space.
 - Underwritten by major cash contribution from First Bankers Trust, Quincy.

FY08 Accomplishments

- Awarded the first CBT Endowed Professorship
 - Cecil P. McDonough Professorship in Business.
 - Through this professorship, the College is able to incentivize research and scholarly activity with a stipend of \$10,000 per year and \$2,000 for research support.
 - Competitively awarded to Dr. Don T. Johnson, Professor of Finance.

FY08 Accomplishments

- The CBT and the Economics Department sponsored the first annual Quad Cities Economic Forecast Breakfast
 - Featured Dr. William Straus, Senior Economist at the Chicago Federal Reserve Bank.
 - Attended by 300 Quad Cities business professionals.
 - Dr. Bill Polley, Economics, provided local economic outlook.

FY08 Accomplishments

- The mathematics and statistics requirements for all business majors were revised in FY 08.
 - The transfer-friendly change in requirements maintains the academic rigor and quality of the Math/Stat requirements within the business programs.
 - The changes have been approved effective Fall 2008.

FY08 Accomplishments

- Faculty participation in scholarly professional activity on an international level continues.
 - CBT faculty members traveled on business to Canada, Mexico, Bolivia, Russia, China, India, Taiwan, and several European countries.
 - Quad Cities ISDS faculty member, Douglas Druckenmiller, continued the first year of his \$696,000 FIPSE project “A Transatlantic Dual-Degree Program.”

FY08 Accomplishments

- CBT Organization has been reviewed.
 - Two consultants visited campus in January to provide perspectives on possible scenarios for reorganization.
 - Draft reports have been received from the consultants with the final reports expected before the end of March.
 - A proposal for reorganization will be developed and shared with faculty and staff for review, comment, and consideration shortly thereafter.



FY08 Budget Enhancements

- Construction Management: \$50,040 in one-time funds to hire a unit B faculty member for the Construction Management program.
- Graphic Communication. \$34,000 in one-time funds to hire a unit B faculty member to cover Graphic Communication classes due to the reassignment of Roger Runquist from the ET department to CITR.
- Marketing and Finance Department. \$5,858 in one-time funds to hire a part-time faculty member to cover the class originally scheduled for Dr. Mandeep Singh, CITR Director.

FY09 Goals

- The Goals for FY 09 have been developed with input from the eight academic departments . . .

FY09 Goals – Priority 1

- Continue MBA redesign to include the following action items:
 - Market and implement redesigned MBA in the QC with surcharge to cover increased costs for program promotion and enhancement.
 - Assess need for a weekend academy MBA program
 - Develop an “Early Leaders” recruitment program to attract WIU honors graduates and high performing graduates to the MBA program.

FY09 Goals – Priority 1

- MBA redesign (continued)
 - Explore new linkages with undergraduate departments for integrated BS/BA and MBA programs.
 - Further explore dual masters degree programs linked with the MBA (e.g., MBA/MS Computer Science, MBA/MS Engineering Technology, MBA/MS RPTA)

FY09 Goals – Priority 2

- Continue to strengthen all areas relative to AACSB standards for 2010 reaffirmation in Business and Accounting
 - Attract and retain academically qualified faculty in business and accounting. *This will require additional funds for salary enhancements.*
 - Implement assessment program aligned with AACSB assurances of learning for the undergraduate and graduate programs.

FY09 Goals – Priority 2

- AACSB reaffirmation in Business and Accounting (continued)
 - Implement curriculum changes based on assessment data.
 - Make additional visits to peer and aspirant universities to gain ideas and perspectives of our progress toward AACSB reaffirmation.

FY09 Goals – Priority 3

- Grow the Supply Chain Management (SCM) program
 - Secure a faculty position for the Macomb campus and funding through college or university reallocations in order to double the number of SCM graduates.
 - Secure a Supply Chain Management faculty member for the Quad Cities to strengthen the SCM minor and to deliver the SCM emphasis in the QC MBA.

FY09 Goals – Priority 3

- Supply Chain Management program (continued)
 - Prepare effective marketing materials, including video materials, to inform and attract new students to the SCM program.
 - Continue efforts to foster corporate alliances for SCM, including hosting the Upper Mississippi Valley SCM and Logistics Education Summit Conference in Moline (September 2008).

FY09 Goals – Priority 4

- Continue development of a B.S. in Engineering degree for the Quad Cities
 - Finalize the curriculum framework for an ABET accredited Engineering program at the QC campus.
 - Develop a proposal, including projected budget, for a WIU School of Engineering and Technology at the QC campus that will include the engineering program, the manufacturing engineering technology program, and a program in computing.

FY09 Goals – Priority 4

- B.S. in Engineering degree for the Quad Cities (continued)
 - Develop a job description for and initiate a search for a Director for the WIU School of Engineering and Technology.
 - Strengthen the QC Manufacturing Engineering Technology program by obtaining a tenure track faculty position for the QC campus.

FY09 Goals – Priority 4

- B.S. in Engineering degree for the Quad Cities (continued)
 - Working closely with our community college partners (BHC and Scott CC) develop a BS program in computing to meet student and employer needs in the QC.

FY09 Goals – Priority 5

- Address significant enrollment growth in the Construction Management (CM) major and develop a plan for optimal faculty/student ratios within the major
 - Secure a faculty position for a new tenure track faculty member in Construction Management
 - Prepare a proposal outlining the a plan to limit enrollment via a pre-CM major/CM major approach in order to balance the enrollments with available resources.

FY09 Goals – Priority 6

- Acquire funding for a full-time Software Applications Technician for the College
 - A software technician is needed to install and maintain the College's high end discipline-specific software packages (the need for support is acute in Computer Science and in Engineering Technology).
 - Provide development and maintenance support for the College and Department Web pages.
 - Develop an understanding of, and keep current with, the pedagogical issues as they relate to technology.

FY09 Goals – Priority 7

- Increase student involvement in internships by establishing a CBT Internship Office
 - Prepare a job description and secure funding for a full-time CBT Internship Coordinator.
 - Establish CBT Internship Office in Stipes 111 and secure QC office space for CBT Internship Coordinator.
 - Merge CBT career development office with Internship office.

FY09 Goals – Priority 8

- Address significant impact of enrollments in CBT minors on College resources.
 - Establish a task force to study CBT minors and to develop recommendations for balancing minors with available resources (there are approximately 1,600 students pursuing CBT minors).

FY09 Goals – Priority 9

- Address needs for laboratory upgrades and enhancements for Engineering Technology, Computer Science, and Agriculture.
 - CBT's highest operating budget priority is to seek reinstatement of the lost operating funds in order to upgrade and replace laboratory equipment for instruction and research.



FY09 Development Goals

- CBT Development Goals
 - SCM Computer simulation lab and trading lab
 - Endowed chairs and professorships
 - Laboratory equipment upgrades
 - Scholarships



New Academic Program Requests

- New academic program requests for FY 09 are associated with the new QC Engineering program.
- The following slides provide a brief status report on the progress of the Engineering program.



New Academic Program QC Engineering

- Steering Committee appointed and meeting.
- Needs analysis conducted showing high demand for the program and its graduates.
- New program proposal prepared and being reviewed by the CBT Curriculum Committee.
- Proposals for cash and in-kind donations are being prepared.



New Academic Program QC Engineering

- Need to begin search for engineering program leader and engineering faculty members.
- A detailed facilities plan needs to be developed, including general space and specific laboratory needs.
- Develop comprehensive budget for overall proposal.

FY09 Budget Requests

Operating Fund Requests:

- College General Instruction Fund increase for Engineering Technology, Computer Science, and Agriculture lab equipment. (\$200,000)
- Faculty travel funds. (\$40,000)
- Technology enhancements/replacements (\$100,000)

FY09 Budget Requests

Personnel Requests - Faculty:

- General increase in personnel budget to address salary inversion (for hiring new AQ faculty and to provide market adjustments for current faculty). (\$100,000)
- New Tenure Track Position; Director of the School of Engineering and Technology in QC (\$150,000)
- Tenure Track; FT Position; Supply Chain Management – Macomb (\$100,000)

FY09 Budget Requests

Personnel Requests – Faculty (continued):

- Tenure Track; FT Position; Construction Management (\$75,000)
- Tenure Track; FT Position; Supply Chain Management – Quad Cities (\$100,000)
- Tenure Track; FT Position; Engineering Technology in QC (\$75,000)

FY09 Budget Requests

Personnel Requests – Staff:

- FT Software Application Technician and Webmaster (\$70,000)
- FT Internship Coordinator (\$80,000)

FY09 Budget Requests

Facilities Requests

- Renovate Stipes Hall 111 into office suite for CBT Outreach and Development. (\$40,000)
- Renovation of Agriculture research labs in Knoblauch. (\$250,000)
- Renovate Stipes 312 Computer Science lab. (\$80,000)

FY09 Budget Requests

- Construction of Agriculture Research Greenhouse. (\$400,000)
- Construction of equipment storage facility and Agriculture field lab. (\$100,000)

FY09 Budget Requests

Research Enhancement

- Establishment of Forage Research Center in Agriculture (\$50,000).

The Future

- In summary, a very good college can become a great college with a shared vision that focuses on learning.
- A learning community with a shared vision, with leadership focused on empowering faculty and staff, and an environment that encourages interdisciplinary ventures, will become world class.