



FY 12 Academic Plan  
March 21, 2011

# College of Business and Technology

# CBT Vision

- The University and College of FIRST Choice . . .
- The College of Business and Technology will be a recognized center of excellence in teaching, research and service and a global learning community for sharing ideas, values and solutions. Therefore, we will be the college of choice for those pursuing a business or technology degree program.

# CBT Mission

- *thrive, contribute, and lead* in the technology-driven global economy . . .
- The College of Business and Technology provides an innovative, interactive education that fosters ethical sensitivity and prepares our graduates to thrive, contribute, and lead in the technology-driven global economy. We accomplish this through an intellectual partnership among students, faculty, and the global community.

# Strengths

- CBT has academically and professionally qualified faculty and staff who are committed to educating the rising generation . . .
- CBT benefits from WIU's international reputation for excellence . . .
- CBT is one of 559 AACSB accredited institutions of the more than 11,000 business schools in the world – placing us in the top 5% of business schools world-wide.

# FY11 Accomplishments

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

# FY11 Accomplishments

## Enhanced Learning Culture - Academic Accreditation

- **AACSB International.** Reaffirmation of accreditation for business and accounting to be announced in April.
- **ABET.** The School of Engineering continues toward accreditation – self study due July 1, 2011; campus visit November, 2011; notification July 2012.
- **ATMAE** (the Association for Technology, Management, and Applied Engineering; formerly NAIT). The Department of Engineering Technology is currently under review for accreditation of the Manufacturing Engineering Technology and Construction Management programs.
- **Plans for ACCGC** (Accrediting Council for Collegiate Graphic Communications). The Department of Engineering Technology solidified plans for accreditation of Graphic Communications.

# FY11 Accomplishments

## Enhanced Learning Culture

- Partnership with Department of Math to promote math learning and skill development for CBT students who lack math skills. The college will provide Math with graduate assistantships to support this effort.
- Four faculty members in Management & Marketing co-led two summer study abroad trips, one in England and one in Mexico.
- The Computer Science department has completed a sufficient number of courses for complete online delivery of a Computer Science Applications Minor.
- Additional online courses developed: BL 230, MGT 125, MKTG 417, OM 352.

# FY11 Accomplishments

## Enhanced Learning Culture

- The College has completed online courses in order that the entire Business core can be completed through online delivery; allows for 2+1+1 . This enables transfer students to take one year of online courses after finishing at community college. This decreases the on-campus requirement by half (to just one year) for transfer students.
- Special courses and projects in Computer Science: “Mobile Application Development”, “Voice Over IP”, “Next Generation Database Management”, “Computer Security – Special Topics”, “Wireless Sensor Networks”, “Mobile IP”, “Secure Graphical Password Authentication”, and “Multi-Core Query Processing.”



# FY11 Accomplishments

## Enhanced Learning Culture

- Engineering Technology secured the donation of a wind tunnel for course experimentation and research.
- The College supported and encouraged experiential learning through both mandatory and optional internships. A total of 282 students from all seven CBT departments completed academic internships during FY11. This is representative of about 15% of CBT majors.
- The College continued the CBT Executive in Residence (EIR) series for the fifth consecutive year with Nancy Pechloff of Protiviti and Ed McManus, Retired President/CEO Hawk Operations and Acquisitions.

# FY11 Accomplishments

## Fiscal Responsibility and Accountability

The total CBT budget for FY 11 was \$13,212,265 making a 3.5% reduction for CBT \$462,429.00. The budget reduction plan included the following:

- Reorganizing the academic units in the College - \$350,000
- Dean's Office cuts - \$ 16,000
- Faculty Positions - \$ 96,429

# FY11 Accomplishments

## Overall Impact:

- a relatively smooth process as teaching load did not change, class size did not change, no programs were eliminated, nor were there any layoffs.
- Less time devotee to communications, web site, and external relations.
- Converting a unit position A to a unit B position in Marketing could have long term negative impacts in the area of scholarly productivity.
- Using salary savings for part of the reduction will restrict our ability to attract a senior faculty member in Agriculture.

# FY11 Accomplishments

## Partnerships, Community Engagement, and Outreach

- The Economics and Decision Sciences department reestablished the **Center for Economic Education** and has engaged Thomas Sadler as its Director; Economic Day Conference will be held in April 2011 for high school students with activities, speaker, and panelists.
- Four departments now have active advisory boards (Accounting and Finance, Engineering, Engineering Technology, and Agriculture).
- Caterpillar identified the Accounting and Finance Department as one of ten preferred recruiting partners.

## Partnerships, Community Engagement, and Outreach

- Renew Moline/IPI and WIU Innovation Center partnership; led by the School of Engineering. Engineering student and MBA student completed a business and technology feasibility study for the Midwest Intellectual Property Institute (IPI).
- Three senior design teams in Engineering were formed to work with John Deere, Sivyer Steel, and the Mandus Group/Rock Island Arsenal. Results of the first semester indicate a regional impact of over \$5 million for the improvements in processes completed thus far.

# FY11 Accomplishments

## Access and Equity

- Continue funding a Chief Diversity Officer for the college.
- Continue to seek to diversify the faculty through searches.
- Engineering Technology hosted two visiting scholars from Kaohsiung, Taiwan during the 2010-2011 academic year and is working with those scholars on the submission of articles for publication.
- International accounting topics were added to Advanced Accounting I (ACCT 441). The topics include the development and content of International Financial Accounting Standards. This ties in with Accounting's adaptation of the BB Accounting curriculum to IRFS (International Financial Reporting Standards) regulations. The US SEC will require all companies to report under IFRS by 2014.

# FY11 Accomplishments

## Access and Equity

- The College continued to formalize its recruitment efforts with development of a comprehensive recruitment plan. This plan integrates the efforts of the seven academic departments into initiatives at the College level; Activities are specifically designed to increase student yield through more effective communication. (NOTE: CBT freshman admits for fall 2011 are 32.97% higher than this time last year; transfer are 21.20% higher)
- The School of Engineering assists both BHC and Scott in recruiting engineering students by participating in high school “career days” and advisory boards for technology and “Project Lead the Way” organizations in the region.

# FY11 Accomplishments

## Student Centered Environment

- Epsilon Pi Tau, honor society for professionals in technology established by the Engineering Technology Department.
- Supply Chain Management Day was held for the 6<sup>th</sup> consecutive year with a record number of industry participants.
- The Engineering Technology department sponsored a team of WIU Construction Management students in the ASC Construction Estimating competition in the Fall 2010. The team finished fourth of sixteen teams.
- The Engineering Technology department is developing (at report date) a electric powered go kart for university competition at Purdue University in May 2010.



# Grant Activity

- FIPSE project titled "*A Transatlantic Dual-Degree Program.*" \$696,000. Doug Druckenmiller
- FIPSE project titled "*A Brazilian and U.S. Partnership for People, Planet and Profits: Fostering Socially, Environmentally, and Economically Sustainable Entrepreneurship.*" \$220,000. Gordon Rands
- NSF grant titled "*Incorporating Usable Security Concepts into Computer Science Curriculum*" \$147,549. Binto George
- NSF grant titled "*NeTS: Collaborative Research: Secure and Resilient Channel Allocation in Multi-Radio Wireless Networks*" \$89,998. Meng Yu and Wanyu Zang

# Grant Activity

- NSF grant titled "*ARRA - TC: Collaborative Research: Towards Self-Protecting Data Centers: A Systematic Approach*" \$274,987. Meng Yu
- FIPSE project titled "*Alliance to Enhance Entrepreneurial Impact to Stimulate Economic Growth among Underserved Groups in North America*" \$180,000. Ann Walsh
- AFRI project titled "*Undergraduate Training and Research in Plant Breeding*" \$500,000. Win Phippen
- Department of Defense initiative "*Quad Cities Manufacturing Lab*" an engineering research and development lab housed at the Rock Island Arsenal. \$284,000. Tom Erekson

# FY12 Goals

- The Goals for FY 12 have been developed with input from the academic units . . .
- The priorities and budget requests are realistic in terms of need based on flat operating budgets over the past decade . . .
- The College understands the cash flow and budget crisis . . .
- The College continues to seek external funds and we will strive to continue to improve in spite of the budget challenges . . .

# FY12 Goals – Priority 1

## **Develop a comprehensive undergraduate recruitment plan for the college and each department/school.**

- Utilizing faculty expertise in strategic planning, and working with the Office of Admissions, develop recruitment and retention strategies for the College and its academic units.
- Utilizing faculty expertise in marketing and promotion, develop recruitment and retention tactics for the College and its academic units, and implement tactics.
- Acquire and assign three graduate assistants to support recruitment and retention throughout the College



# FY12 Goals – Priority 2

**Continue growth for the School of Engineering at the WIU Quad Cities campus as an academic unit in the College of Business and Technology.**

- Employ a third tenure-track Engineering faculty member for the Fall 2011.
- Employ a full-time secretary/advisor for the School of Engineering in the Fall 2011 (partnering with the QC Campus administration).
- Continue lab design, seek external funds for and purchase equipment and software for the engineering laboratories.

# FY12 Goals – Priority 3

## Enhance the CBT technical degree offerings in the QC in Engineering Technology Program and Information Systems.

- Obtain a tenure track faculty position in Engineering Technology for the QC campus to assure that the BS degree program can be delivered in two years.
- Plan the transition from a BB in Information Systems to the redesigned BS degree in Information Systems to be delivered in the Quad Cities as soon as the new program receives IBHE approval.



# FY12 Goals – Priority 4

## **Acquire a staff position and funding to hire full-time Software Applications Technician/Instructional Technologist/Web Master for the College.**

- Installing, maintaining, and monitoring sophisticated software packages used throughout the college with emphasis on software used in student labs and by faculty for research purposes (the need for software support is acute in Computer Science, Engineering, and Engineering Technology).
- The CBT web page will continue to be a key means for attracting new students, and it needs constant attention to make it an effective recruitment and communications tools.

# FY12 Goals – Priority 5

## **Address the needs for software, laboratory upgrades and enhancements.**

- Agriculture, Computer Science, ISDS, and Engineering Technology units will assess the existing laboratory equipment and develop plans and timelines for upgrades and replacements, and will seek and allocate funds to complete lab equipment upgrades.
- Allocate operating funds to purchase software licenses and databases for Engineering Technology, SCM, Accounting, Finance, Economics, and Computer Science. Software packages include AutoCAD, SAP, Oracle, Solid Edge/Solid Works, MatLab, and so forth.
- Update Classroom Technology; replace projectors, computers, and elmo in Stipes 222, 224, and 320.



# FY12 Goals – Priority 6

**Increase student access to and participation in internships by establishing a CBT internship office and employing an Corporate Relations/Internship coordinator who will work with CBT students at both the QC and Macomb campuses.**

- Prepare a job description, secure funding for a CBT Internship Coordinator and initiate a search.
- Establish CBT Internship Office in Stipes 111 and secure QC office space for CBT Internship Coordinator.

# FY12 Goals – Priority 7

## Continue forward progression on new degree programs and certificate offerings:

- Investigate the possibility of partnering in the Great Plains Consortium for Graduate Study in Agriculture.
- Accountancy will proceed with feasibility studies for potential certificate programs in i.) Graduate Tax and ii.) Fraud Detection (Undergraduate).
- Continue development of the mobile marketing certificate program.
- Bachelor of Science in Technology Management; designed to facilitate transfer of AAS degrees from community colleges (Engineering Technology and BOT-BA)

# FY12 Goals – Priority 8

**Develop and implement an integrated bachelors degree/MBA degree for non-business undergraduates to earn the MBA degree in five years.**

- The MBA committee and the MBA Program Director (Associate Dean) will develop a framework for an integrated bachelors/MBA program to link an array of non-business bachelor degree programs with the MBA. The framework will employ a Business Administration minor to provide the level one MBA courses – providing the opportunity for outstanding undergraduates to earn both degrees in five years. Additionally, the program will serve as an attractive recruiting tool for high-achieving students.



# FY12 Goals – Priority 9

**Address significant enrollment growth in the Construction Management (CM) major by employing two full-time faculty for fall 2010, acquiring funds for part-time faculty, and redesigning the program to align the curriculum with ATMAE accreditation standards.**

- Conduct search for Unit B Instructor in Construction Management.
- Reallocate one Unit A position from Manufacturing Engineering Technology to Construction Management and conduct search in the 2011-12 academic year.

# FY12 Goals – Priority 10

## **Address the needs for classroom upgrades and enhancements.**

- Update Stipes 201, CODEC classroom (uTech).
- Update classroom technology; replace projectors, computers, and elmo in Stipes 222, 224, and 320.



# FY12 Goals – Priority 11

**The College of Business and Technology will continue toward its capital campaign goal of \$18 million.**

- \$2.5M for student support,
- \$5M for faculty support,
- \$1.5M for equipment and technologies, and
- \$9M for capital investments



# FY12 Goals – Priority 12

## **Develop additional online courses to meet the market demands for online education.**

- The minor in Computer Science is now available online, identify additional minors that can be delivered online and develop online courses for each.
- Develop and promote a 2+1 (online)+1 on campus program in business using online courses to allow community college students the option of staying at home an additional year by taking online courses, and coming to either campus to complete the last year of the BB degree program.
- Develop additional online courses and expand online offerings for summer school.
- Study the feasibility of developing the MBA in a fully online format.

# FY12 Goals – Priority 13,14

- Establish a Forage Research Center, using existing Kerr Farm land, for research into improving livestock forage throughout Illinois.
- Address deferred maintenance of the Agriculture teaching facilities and research infrastructure.



# FY12 Budget Requests

1. Undergrad Recruitment Plan	\$ 35,000
2. School of Engineering - Equipment	\$ 341,000 *
3. School of Engineering – Personnel	\$ 207,000
4. Engineering Tech Faculty - QC	\$ 65,000
5. Webmaster/Software Technician	\$ 35,000
6. Engineering Technology – Lab Upgrades	\$ 350,000 *
7. Computer Sciences – Printers	\$ 12,000 *
8. Computer Sciences – Lab Upgrades	\$ 170,000 *
9. Agriculture – GIS Software	\$ 25,000 *

\* One time funding request

# FY12 Budget Requests

10. Renewal of software licenses	\$ 40,000
11. Corporate Relations/Internship Coord.	\$ 70,000
12. Renovation of Stipes 111	\$ 60,000 *
13. Feasibility – Degrees/Certificates	\$ 15,000 *
14. Classroom Upgrades	\$ 50,000 *
15. Forage Research Center	\$ 50,000

\* One time funding request

# FY12 Budget Requests

## Facilities Requests over \$100,000

- |                                  |           |
|----------------------------------|-----------|
| 1. Ag equipment storage facility | \$100,000 |
| 2. Teaching/research greenhouse  | \$400,000 |

# Conclusion

Despite these difficult economic times, we will continue to move forward – providing quality education and preparing our students to *thrive, contribute, and lead . . .*