



FY 11 Academic Plan  
March 30, 2010

# College of Business and Technology

# CBT Vision

- 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 seeking to participate in a quality educational experience.

# CBT Mission

- 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.

# FY10 Accomplishments

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

# FY10 Accomplishments

## Learning Enhancements – Academic Accreditation

- **AACSB International.** Reaffirmation of accreditation for business and accounting to be announced in April.
- **ABET.** The School of Engineering continues toward accreditation – to be completed over the next three years.
- **Plans for ATMAE** (the Association for Technology, Management, and Applied Engineering; formerly NAIT). The Department of Engineering Technology solidified plans 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.

# FY10 Accomplishments

## Learning Enhancements - New Academic Programs

- **Engineering Degree**  
Redesigned with a new multidisciplinary engineering degree concept. At 121 hours, is distinguished as the leanest engineering degree in the region.
- **Certificate in Mobile Marketing Technologies**  
Certificate will develop a particular set of technology skills useful in Marketing and in-demand by employers.
- **Information Technology Systems (ITS) option and Healthcare Information Technology Systems (HITS) option in Information Systems.** Further differentiate the IS major according to national trends and are expected to be in high demand.
- **Integrated BA/MA in Economics and Integrated BB/MA in Economics.** Developed to retain Economics undergraduates through graduate school by reducing the overall cost of a MA in Economics.

# FY10 Accomplishments

## Learning Enhancements - Other initiatives

- **Experiential learning through internships.** A total of 391 students, from eight of the nine CBT departments, completed academic internships during FY10. This is representative of more than 15% of CBT majors.
- **CBT Executive in Residence (EIR) series.** Continued for the fourth year with Caterpillar Director of Treasury Operations Rob Grove.
- **Featured Speakers.** Hosted numerous special guests as on-campus speakers, including McDonald's Vice President Carol Koepke and international ethics expert Patrick Kuhse.
- **Faculty Scholarly Productivity**
  - 6- Books
  - 74-Articles and Chapters
  - 71-Presentations
  - 7-Creative Activities



# FY10 Accomplishments

## Learning Enhancements - Other initiatives

- Plans were formalized for the renaming of the Telecommunications Management major to *Network Technologies*, effective August 2010. The new name reflects the focus of the major more clearly to current and prospective students.
- Plans were formalized for the renaming of the Manufacturing Engineering Technology major to *Engineering Technology*, effective August 2010. The new name reflects the focus of the major more clearly to current and prospective students.

# FY10 Accomplishments

## Fiscal Responsibility

- The College continues to closely monitor department budgets to include only essential purchases.
- Variance dollars reallocated to purchase essential software and databases (Compustat, Mathematica, and AutoDesk site licenses.)
- In FY2010, nearly \$1.5 M in grant funding was received based on proposals totaling \$12.2 M. Among all colleges/units, the College of Business and Technology submitted the highest dollar volume of proposals in FY2010.
- The College continued progress toward an aggressive set of development goals through FY2010 which garnered more than \$600,000 in annual pledges and contributions.

# FY10 Accomplishments

## Partnerships, Community Engagement, and Outreach

- Engineering Technology initiated a memorandum of understanding for student/faculty exchange with National Pingtung University of Science and Technology in Pingtung, Taiwan.
- The College continued ongoing work with multiple FIPSE partners on high-profile, essential research that exemplifies the academic mission of WIU and the CBT.
- The School of Engineering implemented unified tuition and advising for Engineering students who are beginning their course of study at Black Hawk College and Scott Community College. Students who plan to complete a WIU Engineering degree have advising and administrative support directly from the School of Engineering for the entire bachelor's degree, not just the last two years.

# FY10 Accomplishments

## Partnerships, Community Engagement, and Outreach

- The School of Engineering continued work on a partnership between regional business development organizations and WIU-QC titled the “Renew Moline/IPI and WIU Innovation Center Partnership”. This project engages students, led by faculty mentors, in the invention and discovery of new technologies for QC businesses.
- The School of Agriculture continued a formal research arrangement between the Department of Agriculture and the College of Agriculture, Consumer and Environmental Sciences at the University of Illinois.
- The School of Agriculture organized and convened its first Advisory Council.

# FY10 Accomplishments

## Partnerships, Community Engagement, and Outreach

- The Chair of the Department of Marketing and Finance maintained ongoing contacts with vice presidents of Spoon River College, Illinois Central College, and John Wood Community College to forge partnerships focused on increasing transfer enrollments.
- The College engaged alumni and community on numerous occasions throughout the year via the CBT National Advisory Board and the Engineering Advisory Board.
- In FY2010, the department of Engineering Technology organized its first Advisory Council. By-Laws were developed and approved by ET faculty.

# FY10 Accomplishments

## Partnerships, Community Engagement, and Outreach

- The College partnered with the Department of Economics as sponsors of the second annual Economic Outlook Luncheon for Western Illinois coordinated by the Macomb Area Chamber of Commerce and Downtown Development.
- The Department of Marketing and Finance hosted 12 companies on-campus during its annual SCM Day in which students and faculty participated in presentations and met with practitioners.

# FY10 Accomplishments

## Diversity

- The College continued minority recruitment and diversity initiatives via the Diversity Officer graduate assistant.
- The CBT maintained participation as active member of the PhD Project, a university/private sector alliance with the express purpose of increasing the number of minority business faculty who hold PhD's.
- The SCM program continued use a recruitment video (created by WIU University Television) to recruit women and minority students to the SCM program. The seven minute video is available online and was paid for using funds from the Deere Foundation.
- The College supports diversification among its faculty. Currently 20% of CBT faculty members are female and 23% are international.

# FY10 Accomplishments

## Internationalization

- New study abroad programs have been initiated for Brazil, Italy, and Europe.
- In the Fall 2009, 47% of CBT graduate students were international. This is the highest percentage of graduate students campus-wide. Specifically, Computer Science continues to lead the College with increases in international student enrollment. Currently, 84% of CS graduate students are international.
- Two Engineering Technology students, led by faculty member Dave Hunter, attended and competed in an International Design Competition in Tainan, Taiwan.



# FY10 Accomplishments

## Internationalization

- The Department of Accountancy began adapting the BB Accountancy curriculum to IFRS (International Financial Reporting Standards) regulations. The US SEC will require all companies to report under IFRS by 2014.
- The ISDS Department successfully created a general education course in the multicultural category titled, “Global Social Networks.”
- The Management Department created a new course proposal for “Legal Environment of International Business.” It has been approved at the department, college, CCPI, and Faculty Senate levels, and is awaiting approval by the Provost. Following Provost’s approval, the course will be proposed for G designation to the graduate school.

# FY10 Accomplishments

## Internationalization

- A course in Computer Science (CS 320 “Ethical, Social and Legal Issues in the Digital World”) gained Global Issues (GI) status.
- Engineering Technology finalized plans to host and sponsor two Taiwanese researchers for on-campus residence during FY2011 to conduct research at no expense to WIU.

# FY10 Accomplishments

## Internationalization

- Under the supervision of Management Professor Barb Ribbens, CBT continued numerous international projects within the college:
  - Global Voices series to acquaint CBT students with various countries and their business environments
  - Fulbright proposal to host Iraqi faculty during Summer/Fall 2010
  - Graduate degrees awarded to seven masters students from universities in Mexico supported by a TIES/USAID grant
  - Summer travel to Mexico supported by FIPSE for seven students spending five weeks in five Mexican cities visiting businesses and cultural sites

# 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 Erikson

# FY11 Goals

- The Goals for FY 11 have been developed with input from the academic units . . .

# FY11 Goals – Priority 1

## **Develop a comprehensive undergraduate recruitment plan for each Department.**

- 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

# FY11 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 second tenure-track Engineering faculty member for the Fall 2010.
- Employ a full-time secretary/advisor for the School of Engineering in the Fall 2010 (partnering with the QC Campus administration).
- Continue lab design, seek external funds for and purchase equipment and software for the engineering laboratories.
- Develop a list of adjunct faculty for the Engineering program and employ part-time adjunct faculty as needed.



# FY11 Goals – Priority 3

**Address employer demand for graduates and grow the Supply Chain Management (SCM) major and develop a plan for securing an additional faculty members.**

- Secure a Unit B faculty position for SCM with funding through college or university reallocations.
- Secure a Unit A Supply Chain Management faculty member for the Quad Cities in FY 12.
- Continue efforts to foster corporate alliances for SCM.

# FY11 Goals – Priority 4

## **Enhance the CBT technical degree offerings and strengthen the Engineering Technology Program.**

- Obtain a tenure track faculty position in Engineering Technology to strengthen its programs in Macomb and the QC, and to provide faculty resources to assure that the BS degree program at the QC campus can be delivered in two years.



# FY11 Goals – Priority 5

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

- 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.
- In addition, significant faculty time is required to install and maintain sophisticated software packages. The CBT would benefit from an additional support person in this area.

# FY11 Goals – Priority 6

## **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.

# FY11 Goals – Priority 7

**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. (Short-term)
- Establish CBT Internship Office in Stipes 111 and secure QC office space for CBT Internship Coordinator.
- Merge CBT career development office with Corporate Relations/Internship office.

# FY11 Goals – Priority 8

## **Conduct feasibility studies for new degree or certificate programs:**

- Master of Science program degree in Agriculture Education (Agriculture)
- Certificate program in Certified Financial Planner (CFP) (Accountancy/Marketing & Finance)
- Bachelor of Science in Technology Management; designed to facilitate transfer of technical AAS degrees from community colleges (Engineering Technology and BOT-BA)
- Center for Economic Education (Economics Department)

# FY11 Goals – Priority 9

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

- Modify the minor in business to provide the level one foundation for the MBA.
- Working with interested departments, develop and propose integrated bachelors degree/MBA , and recruit highly qualified students.

# FY11 Goals – Priority 10

**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.**

- **Align the CM curriculum with ATMAE accreditation standards and prepare for accreditation.**





# FY11 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

# FY11 Goals – Priority 12

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

- Develop several online courses including remaining courses in the business core, and new courses in the redesigned MS in Engineering Technology.
- Complete the development of the online minor in Computer Science.

# FY11 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.

# FY11 Budget Requests

1. Undergrad Recruitment Plan	\$ 35,000
2. School of Engineering	\$ 250,240
3. SCM Unit B Faculty – Macomb	\$ 50,000
4. SCM Faculty – QC (FY 12)	(\$ 90,000)
5. Engineering Tech Faculty - QC	\$ 65,000
6. Webmaster/Software Technician	\$ 35,000
7. Restore operating funds – Labs	\$ 200,000
8. Corp. Relations/Internship Coord.	\$ 70,000

# FY11 Budget Requests

9. Renovation of 111 Stipes Hall	\$ 60,000 *
10. Feasibility studies	\$ 15,000 *
11. Construction Mgt Adjuncts	\$ 56,000
12. ATMAE Accreditation	\$ 15,000 *
13. Renovation of 312 Stipes	\$ 80,000 *
14. Forage Research Center	\$ 50,000

\* One time funding request.

# FY11 Budget Requests

## Technology Requests

1. Software and databases \$ 40,000

## Facilities Requests over \$100,000

1. Ag equipment storage facility \$100,000
2. Teaching/research greenhouse \$400,000
3. Renovation of labs in Knoblauch \$250,000

# Scenario - 3.5% Budget Rescission

- Developed with broad-based input from chairs/directors, faculty, and staff.
- Guiding principles : transparency, no layoffs, administrative cuts before instructional cuts, fairness, minimal harm to educational quality, minimal impact on scholarship.
- Due to salary compression and inversion, CBT has no personnel reserve funds. Some faculty and/or staff positions have to remain vacant each year to cover the costs for adjuncts, sabbaticals, and overloads (projected to be \$296,000 for FY11).
- A 3.5% cut for CBT is about \$460,000.

# Scenario - 3.5% Budget Rescission

## CBT plan includes:

- Reorganizing academic units in the College \$ 350,000  
Six departments in Stipes Hall merged into four . The mergers will eliminate two department chair positions and four secretary positions within the College. Displaced secretaries will have rights for transfer to other units at WIU, hence no one will lose his/her job.
- Dean's Office cuts \$ 63,100  
Dean will return travel funds (\$10,000). Operating budget for the Program for the Study of Ethics eliminated (\$2,600). Director of Communications, Schuyler Meixner, will teach two courses in Management each semester, reducing the need for adjuncts (\$16,000). Appropriated funds for Global Initiatives office will be eliminated (\$34,500).



# Scenario - 3.5% Budget Rescission

## CBT plan (cont'd)

- Indirect Cost Return \$ 20,000  
Given a significant increase in grants that provide full indirect costs (e.g., AG, Engineering/QCML), the College can return \$20,000 in ICR funds. This will likely reduce the funds available for dean's matching travel funds.
- Faculty Positions Held Open \$ 29,329  
As noted above, CBT has to hold some faculty positions open each year to cover the costs for adjuncts, sabbaticals, and overloads. The estimated needs for FY 11 are \$294,140. This amounts to 3-5 faculty positions depending on discipline and salary. The College will have to hold another position open for FY 11 to cover the remaining amount to make the 3.5%.

# Scenario - 3.5% Budget Rescission

- Establish a Reorganization Design Team comprised of faculty and chairs from the impacted departments.
- The Design Team will seek input from faculty, benchmark organizational strategies, and develop recommendations.

# Conclusion

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

I am confident that we can do this – united as a team, we can navigate these waters and emerge as a College that's learned many valuable lessons and is even better than before.

Our success will be determined by our attitude!