COLLEGE *of* BUSINESS & TECHNOLOGY

FY 13 Academic Plan
March 28, 2012

WESTERN ILLINOIS
UNIVERSITY

EST. 1899

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.

Mission

- To prepare students to *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 ten universities that have a college that includes business programs and technology programs in the same academic unit . . .

FY 12 Goals Update

- Develop a comprehensive undergraduate recruitment plan.

- Continue growth for the School of Engineering.

- Enhance the CBT technical degree offerings in the Quad Cities in Engineering Technology and Information Systems.

FY 12 Goals Update

- Hire full-time Software Applications Technician/Web Master for the College.

- Address the needs for software, laboratory upgrades.

- Increase student access to and participation in internships.

FY 12 Goals Update

- ⦿ Continue progress on new degree programs and certificate offerings.

- ⦿ Develop and implement an integrated bachelor's degree/ MBA degree for non-business undergraduates.

- ⦿ Address enrollment growth in the Construction Management major.

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FY 12 Goals Update

- Address the needs for classroom upgrades and enhancements.

- Continue development goals as a part of University's capital campaign.

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

FY 12 Goals Update

- Continue with plans for a Forage Research Center that will become a state-wide focus point for research into improving livestock forage throughout Illinois.

- Address necessary upgrades to the Agriculture teaching facilities and research infrastructure.

FY12 - Enhanced Learning Culture

- **ABET Accreditation** campus visit for Engineering was conducted in November 2011. Will be notified in August 2012 of final recommendation.

- **ATMAE Accreditation** for Engineering Technology and Construction Management was approved by the ATMAE Board of Accreditation in November 2011.

FY12 - Enhanced Learning Culture

- **ACCGC Accreditation** is in process for Graphic Communications with visit scheduled for April 2012.

- **AACSB Accreditation** continuous improvement activities are ongoing in preparation for reaffirmation in 2014-15.

FY12 - Enhanced Learning Culture

- Appointed Dr. Jim Patterson Interim Assistant Dean at the Quad Cities campus.

- Computer Sciences completed a redesign of the Information Systems degree, converting the program from a B.B. to a B.S.

- Completed a feasibility study for new minor in Entrepreneurship.

FY12 - Enhanced Learning Culture

- Integrated LEJA BS/MBA approved by the Graduate Council. Integrated bachelors/MBA proposals for Computer Science and Business programs are forthcoming.

- Interdisciplinary projects are underway between Agriculture and Biology for research projects at the Agricultural Field Laboratory.

FY12 - Enhanced Learning Culture

- Continued and improved CBT Career Week with more than 250 students participating.

- Co-Sponsored the Economic Outlook Luncheon in the Macomb Chamber.

- The Department of Management and Marketing hosted "SCM Day" activities in both Macomb and the Quad Cities.

FY12 - Enhanced Learning Culture

⦿ 234 students (12%) from all seven CBT departments completed academic internships during FY11.

⦿ The first 500 level graduate courses (ACCT 547) is being developed in an online format and will be taught summer 2012.

FY12 - Enhanced Culture for High Achieving Students

- The CBT supported 27 student organizations. Many received national awards in 2012 and were involved in service and community outreach.

- Engineering seniors completed capstone design projects at Deere and Company, The Mandus Group, and the Quad Cities Manufacturing Lab.

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FY12 – Access and Equity

- CBT participated as a sponsor during WIU's celebration of Black History Month/Hosted alumnus Tamara Harris as a special guest speaker for minority Entrepreneurs.

- CBT bolstered transfer admissions by building relationships with community colleges and attended recruiting events at nine community colleges.

FY12 – Access and Equity

- Collaborated with WIU admissions staff at college fairs and statewide recruiting events.

- Successfully recruited and hired a College Webmaster and Software Tech.

- Center for Economic Education sponsored the 2nd Annual Economics Day

FY12 – Access and Equity

- College National Advisory Board continues in its 20th year.

- Five units/majors maintain active advisory boards:
  - › Accounting and Finance,
  - › Agriculture,
  - › Engineering,
  - › Engineering Technology, and
  - › Supply Chain Management.

FY12 – Facilities Enhancement

◉ School of Agriculture Lab (KH 301) was updated through external funding.

◉ Six Engineering labs are being completed at the QC Riverfront campus.

◉ Updated classroom technology in Stipes and Knoblauch Halls with 18 computers, 13 projectors, and 25 elmos with funds donated by State Farm Insurance.

FY12 – Productivity

- CBT recruitment efforts are making progress. For Fall 2011, the CBT was +29.03% for *enrolled* Macomb freshmen (compared to fall 2010), +4.95% for Macomb transfers, and -11.1% for QC transfers.

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FY12 – Productivity

DEGREES CONFERRED	2007	2008	2009	2010	2011
Undergraduate Degrees	539	524	578	579	583
Graduate Degrees	106	111	117	132	126

ENROLLMENTS	2007	2008	2009	2010	2011
Undergraduate	2293	2267	2109	2001	2039
Graduate	262	257	275	265	263

Grant Activity

- Rafael Obregon continues with collaboration on an STTR grant.

- Gordon Rands continues with the FIPSE Brazil project with Northern Michigan University and two universities in Brazil.

- QCML is operating its cooperative agreement with ARDEC.

Grant Activity

- Doug Druckenmiller has developed a program to sustain the Atlantis dual degree project with partner DePaul University and universities in Sweden and France.

- Win Phippen continues his AFRI grant and his USAID project in Southern Mexico.

FY 13 Goals

- The Goals for FY 13 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 <u>understands</u> the cash flow and budget crisis, but we have to ask . . .

FY 13 Goals-Priority 1

Lab equipment replacement, upgrades, software, and lab renovations:

Agriculture:

- GIS equipment for learning enhancement and faculty research.

FY 13 Goals-Priority 1

Lab equipment replacement, upgrades, software, and lab renovations:

Computer Science:

⦿ New printers for Computer Science labs in Stipes Hall (Rooms 305, 309, and 312; some existing printers purchased 15 years ago).

FY 13 Goals-Priority 1

- Replace 6 year old computers in Stipes 309 Computer Lab (40 computers).

- Replace 7 year old computers and remodel Stipes 312 Computer Lab (40 Computers)(old typing room).

- Replace computers in Stipes 304 Computer Lab (45 Computers).

FY 13 Goals-Priority 1

Lab equipment replacement, upgrades, software, and lab renovations:

Economics:

⦿ Replace computers in the Econ tutoring lab.

⦿ New wiring in Stipes 327 computer lab.

FY 13 Goals-Priority 1

Lab equipment replacement, upgrades, software, and lab renovations:

Engineering Technology:

- ⊙ Replace 7 year old Macs in KH B-34.

- ⊙ Replace 8 year old PC's in KH 106 (24) and the older than 8 years PC's in KH 105 (24).

- ⊙ Update equipment in GCOM labs.

FY 13 Goals-Priority 1

- ⦿ Acquire equipment for new laboratory course in Construction Management.

- ⦿ Acquire equipment for new/modified courses in ET's Control Systems. Internet wiring for KH 342.

- ⦿ Replace and upgrade surveying equipment.

- ⦿ Acquire Mig and Tig welding equipment.

FY 13 Goals-Priority 1

Lab equipment replacement, upgrades, software, and lab renovations:

Software and Database Site Licenses:

◉ AutoDesk, SAP, MatLab, Solid Works, Mathematica, Oracle, SAS, MiniTab,

◉ Compustat.

FY 13 Goals-Priority 2

Address necessary repairs and upgrades to the Agriculture teaching facilities and research infrastructure:

⦿ Construction of a teaching/research greenhouse.

⦿ Maintenance, repair, and replacement of essential buildings at the Agricultural Field Lab.

FY 13 Goals-Priority 3

Increase student access to and participation in internships:

⊙ In collaboration with Career Planning and Placement, employ a Corporate Relations/Internship coordinator who will work with CBT students at both the QC and Macomb campuses.

⊙ Establish a CBT internship office in a renovated Stipes 111.

FY 13 Goals-Priority 4

Develop additional online courses to meet the market demands for online education:

⦿ Complete Feasibility Study and make recommendations for an Online MBA.

⦿ Continue development of additional online courses with a focus on delivering additional minors online.

FY 13 Goals-Priority 5

Continue forward progression on new degree programs and certificate offerings:

- Begin the process to approve the Master of Science degree in Agriculture Education and add one new faculty position in Agriculture.

- Develop a new program proposal in Facilities Management.

FY 13 Goals-Priority 6

Enhance the CBT degree offerings in the Quad Cities:

⊙ New faculty lines for the QC campus in:

> › Engineering Technology,
> › Marketing, and
> › Supply Chain Management.

FY 13 Goals-Priority 7

Continue to support the School of Engineering:

⊙ Employ a full-time Administrative Assistant for the School of Engineering (to be shared with the Assistant Dean).

⊙ Continue establishment and enhancement of laboratories.

FY 13 Goals-Priority 8

Address the needs for classroom upgrades and enhancements:

- ⊙ Update Stipes 121 with CODEC and teleconferencing capability.

- ⊙ Make Stipes 217 and 313 electronic classrooms.

FY 13 Goals-Priority 9

Strengthen areas relative to AACSB standards to continue toward AACSB reaffirmation in Business and Accounting without conditions by the Spring 2015:

⦿ Continue to monitor scholarly activity and strengthen credentials of academically qualified faculty.

FY 13 Goals-Priority 9

⦿ Continue implementation of assessment program aligned with AACSB assurances of learning for the undergraduate and graduate programs.

⦿ Update the College Strategic Plan.

FY 13 Goals-Priority 10

Continue to integrate undergraduate and graduate recruitment goals for the college and each department/school

- ⦿ Continue working with the Office of Admission to recruit quality students.

- ⦿ Acquire three new graduate assistants to support recruitment and retention efforts throughout the College.

FY 13 Goals-Priority 11

Strengthen the administration and program support in Management & Marketing:

⦿ Appoint an Assistant Chair.

⦿ Acquire a 75% time support staff position.

FY 13 Goals-Priority 12

Establish ongoing funding for the WIU Center for Economic Education:

- Provide $8,000 in continuing funds for operating the Center.

FY 13 Goals-Priority 13-15

Continue toward a rigorous set of development goals as a part of University's capital campaign.

Continue with plans for a Forage Research Center.

Continue to support a robust array of Study abroad opportunities in the College of Business and Technology

FY 13 Budget Requests

Lab equipment replacement, upgrades, software, and lab renovations:

1. Agriculture $ 25,000 *
2. Computer Sciences $ 182,000 *
3. Economics $ 27,350 *
4. Engineering Technology $ 350,000 *
5. Software and database site licenses $ 43,250 *

* One time funding request

FY 13 Budget Requests

6.	Agriculture research greenhouse	$ 400,000 *
7.	Agriculture facility repairs and upgrades	$ 850,000 *
8.	CBT Internship office	$ 65,000 *
9.	CBT Internship coordinator	$ 70,000
10.	Expand online offerings	$ 40,000
11.	MS in Ag Ed	$ 70,000
12.	Engineering Tech Faculty - QC	$ 65,000
13.	Marketing Faculty - QC	$ 90,000
14.	Supply Chain Mgmt Faculty - QC	$ 95,000

* One time funding request

FY 13 Budget Requests

15. School of Engineering – Secretary $ 30,000
16. School of Engineering – CAD 3D Printer $ 45,000 *
17. CODEC for Stipes 121 $ 25,000 *
18. Make Stipes 217 and 313 electronic $ 50,000 *
19. Graduate assistantships (3) for recruitment $ 24,000
20. M&M administration and support $ 36,000
21. Center for Econ Education $ 8,000
22. Forage Research Center $ 90,000
23. CBT Global initiatives $ 35,000
24. Faculty/staff computers on a 4 year cycle $ 40,000

* One time funding request

Conclusion

- We've made great strides, especially given the budgetary constraints, and we look forward to continued progress . . .

- CBT has GREAT faculty and staff!!!!

- It's a great day to be a Leatherneck!