

COLLEGE of
BUSINESS &
TECHNOLOGY

FY 14 Annual Report
March 28, 2013

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

- **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 13 Goals Update

- Address the needs for laboratory equipment replacement and upgrades, software acquisition, and laboratory renovations.
- Address necessary upgrades to the Agriculture teaching facilities and research infrastructure.
- Increase student access to and participation in internships.

FY 13 Goals Update

- ◉ Develop additional online courses to meet the market demands for online education.
- ◉ Continue progression on new degree programs and certificate offerings.
- ◉ Enhance the CBT degree offerings in the Quad Cities.

FY 13 Goals Update

- Continue to support the School of Engineering as an academic unit in the College of Business and Technology.
- Address the needs for classroom upgrades and enhancements.
- Strengthen areas relative to AACSB standards to continue toward AACSB reaffirmation in Business and Accounting without conditions by the Spring 2015.

FY 13 Goals Update

- Continue the emphasis on undergraduate and graduate recruitment for the college and each department/school.
- Strengthen the administration and program support for the Management and Marketing Department.

FY 13 Goals Update

- Establish ongoing funding for the WIU Center for Economic Education.
- Continue toward a rigorous set of development goals as a part of the University's capital campaign.

FY 13 Goals Update

- Continue with plans for a Forage Research Center that will, using existing Kerr Farm land, become a state-wide focus point for research into improving livestock forage throughout Illinois.
- Continue to support a robust array of study abroad opportunities in the College of Business and Technology.

*FY13 - Enhanced Teaching and Learning
Culture*

Maintain rigor/high academic standards

- ◎ The School of Engineering attained ABET Accreditation.
- ◎ Graphic Communication attained national accreditation through the Accrediting Council for Collegiate Graphic Communications (ACCGC).

FY13 - Enhanced Teaching and Learning Culture

Maintain rigor/high academic standards

- With funding from Extended Learning, CBT faculty have developed seven MBA courses for online delivery.
- Post baccalaureate certificates in SCM, Business Administration, and Business Analytics are in the approval process.

FY13 - Enhanced Teaching and Learning Culture

Maintain rigor/high academic standards

- ◎ More than 200 students from all seven CBT departments completed academic internships during FY13.
- ◎ Economics and Decision Sciences' assessment effort has been described as a "Best Practice" model in General Education assessment by the University Assessment Committee.

*FY13 - Enhanced Teaching and Learning
Culture*

Course based civic/service learning

- ◎ Students in all programs were involved in service learning activities.
- ◎ Co-Sponsored the Economic Outlook Luncheon in the Macomb community.

*FY13 - Enhanced Teaching and Learning
Culture*

Expand study abroad/increase internationalism

- Five CBT Students were selected for a highly competitive semester-long study abroad program in China sponsored by Caterpillar.
- Accounting and Finance is hosting Distinguished Visiting Professor, Dr. Soon Suk Yoon from Korea—an internationally recognized educator and scholar.

*FY13 - Enhanced Teaching and Learning
Culture*

Expand study abroad/increase internationalism

- ◉ Developed the Graduate Student Merit Scholarship Program to attract new international students to masters programs in Accounting, Computer Science, Economics, and Business Administration.

*FY13 - Enhanced Teaching and Learning
Culture*

Support scholarly/professional activity

- Faculty in the college are actively engaged in scholarly activities (e.g., 3 books, 29 articles/chapters, 75 papers presented, 153 other intellectual contributions).

*FY13 - Enhanced Teaching and Learning
Culture*

Support for Quad Cities Riverfront Campus

- New position: Full-time CBT Assistant Dean in the QC as liaison to Dean's Office concerning 9 degree programs, 18 full-time faculty, 10 temporary/adjunct faculty, and 400+ student majors and minors.

*FY13 - Enhanced Teaching and Learning
Culture*

Expand scope of the Centennial Honors College

- EDS offers several courses through the Centennial Honors College.

Support undergraduate and graduate research opportunities

- Students in Agriculture and Finance participated in Undergrad Research Day.

*FY13 - Enhanced Teaching and Learning
Culture*

Support undergraduate and graduate research opportunities

- School of Engineering students, mentored by engineering faculty, completed six senior design projects with industry, working on real world design and analysis problems during FY 2013.

*FY13 – Fiscal Responsibility &
Accountability*

Identify alternative funding sources

- School of Agriculture - \$5,000 in external funding from 1st Farm Credit to underwrite student leadership training.
- Department of Mgt and Mktg - \$50,000 for an iPad project and a Marketing Media Lab and \$115,000 in corporate funds to be used for the promotion and growth of SCM major.

*FY13 – Focus on Statewide Public
Agenda/Performance Funding*

**Increase educational attainment and enhance
recruitment and retention of students**

- Associate Dean John Drea leads a focused strategy for CBT recruitment and retention.
- Department of Accountancy initiated a pilot study offering an evening study hall in Macomb for an upper level accounting course with high attrition.

*FY13 – Focus on Statewide Public
Agenda/Performance Funding*

**Increase educational attainment and enhance
recruitment and retention of students**

- ◎ All CBT Chairs and Directors continued their involvement in the Discover Western events.
- ◎ Center for Economic Education held the annual Economics Day Conference for instructors and students from community colleges and high schools.

*FY13 – Focus on Statewide Public
Agenda/Performance Funding*

**Increase educational attainment and enhance
recruitment and retention of students**

- ◎ Student organizations engage students in civic and professional learning activities.

*FY13 – Focus on Statewide Public
Agenda/Performance Funding*

Insure college affordability

- New scholarships funded by CBT Faculty in the School of Computer Sciences and the Department of Management and Marketing.
- Department of Accounting and Finance awarded three new scholarships to accepted freshman with ACTs of 25 or higher for \$1000 each.

*FY13 – Focus on Statewide Public
Agenda/Performance Funding*

Facilities Enhancement/Deferred Maintenance

- The School of Engineering continues to build and enhance the engineering labs at the Riverfront Campus. They are: The capstone design room (in use as a temporary Physics Lab), robotics & electronics engineering lab, fluid dynamics lab, computer aided design lab, materials test & analysis lab, and the prototype design & machining lab.

FY13 – Technology Enhancement

Support the enhancement of technology infrastructure

- The School of Engineering is testing VM Ware and other methods to allow engineering students access to critical engineering software.
- Computer Sciences updated software through the Microsoft Academic Alliance and the Oracle Academy.

FY13 – Technology Enhancement

Support the enhancement of technology infrastructure

- Engineering Technology secured donation of: print drier, repurposed electronics equipment, new equipment and lab devices for the QC electronics lab. ET installed donated Dryer and a Flexography printer, 24 new computers and 60 re-purposed Macs.

FY13 – Technology Enhancement

Integrate technology into the classroom

- The Department of Mgt and Mktg iPad project to “flip” classroom content for MKTG 333 Promotions Management.
- Stipes 326 repurposed as a Marketing Media Lab for faculty/students to explore tech applications in respective disciplines.

FY13 – Technology Enhancement

Computer replacements

- Computer Sciences exchanged older PCs in some computer classrooms and labs with newer PCs through migration.
- Engineering Technology secured 24 new computers for the KH 106 lab and 60 re-purposed Macs for KH 34B and 51B and provided 10 Macs to EDS for a learning lab in Stipes.

FY13 – Productivity

DEGREES CONFERRED	2008	2009	2010	2011	2012
Undergraduate Degrees	524	578	579	583	525
Graduate Degrees	111	117	132	126	128

ENROLLMENTS	2008	2009	2010	2011	2012
Undergraduate	2267	2109	2001	2039	2088
Graduate	257	275	265	263	195

FY13 – Productivity

- The College enrollments were slightly higher in spring 2013 compared to spring 2012.
- The number of students admitted to programs in the College is 22% higher than this time last year.

Grant Activity

- Rafael Obregon continues with STTR grant.
- QCML is operating its cooperative agreement with ARDEC.
- Win Phippen continues his AFRI grant and his USAID project in Southern Mexico.
- Justin Ehrlich "Animated Visual Supports for Social Skills (AViSSS): An Interactive Virtual Experience for Social Skill Development" provides support in developing social skills to adolescents with Asperger's Syndrome.

Preparing for FY 14

- Three years ago the College decreased expenditures through reorganization.
- The College has been active in seeking ways to increase revenues (e.g., Graduate Merit Scholarship, expanding online courses/programs, Integrated bachelors/master programs, MBA for Chinese executives).

Preparing for FY 14

- The College has initiated a discussion among the faculty and staff regarding how and where we can decrease expenditures.
- The College has also initiated a discussion among the faculty and staff regarding how and where we can increase revenues.

FY 14 Goals

- The Goals for FY 14 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, but we have to ask . . .

FY 14 Goals-Priority 1

Computer lab equipment, software, computer lab renovations, and other lab equipment.

Computer Science:

- Stipes 309 Lab (40 computers; 6 years old)
- Stipes 312 Lab (40 computers; 7 years old)
- Remodel Stipes 312 Computer Lab, new furniture and wiring
- Upgrade Network Lab in Stipes 304

FY 14 Goals-Priority 1

College Wide – Software and Databases:

- Software/site licenses for essential software to include: SurfCAM, ADOBE suite, Quark Express, Electronic Workbench, BIM, Oracle, Solid Works, MatLab, etc.
- Membership to SAP University Alliance, providing WIU with access to the complete SAP software package and supporting instructional materials

FY 14 Goals-Priority 1

Agriculture:

- GIS equipment for learning enhancement and faculty research

Economics:

- New wiring and computers in Stipes 327 computer lab

FY 14 Goals-Priority 1

Engineering Technology:

- Replacement computers KH 105 (24 PCs, more than 8 years old)
- Equipment for new soils course in Const. Mgt.
- Equipment for new/modified courses in ET's Control Systems
- Surveying GPS upgrade for the surveying lab
- MIG and TIG welding equipment (shared with Ag)

FY 14 Goals-Priority 2

Address necessary 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
- Upgrade and renovate Agriculture research lab in Knoblauch 304

FY 14 Goals-Priority 3

Increase student access to and participation in internships.

- Establish a CBT Internship Office in Stipes 111 and employ a Corporate Relations/Internship Coordinator who will work with CBT students at both the QC and Macomb campuses, employers, and the WIU Career Planning and Placement Office
- Renovate Stipes 111 as CBT Corporate Relations and Internship Office

FY 14 Goals-Priority 4

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

- Continue efforts for delivering the MBA online
- Continue development of additional online courses with priority for classes that will allow the delivery of additional minors online
- Continue to deliver online courses and expand online offerings for summer school

FY 14 Goals-Priority 5

Continue progression on new degree programs and certificate offerings.

- Masters in Agricultural Leadership and Communication
- BS in Facilities Management and a BS in Technology Management
- Conduct feasibility studies for undergraduate and graduate certificate programs, especially those that will take advantage of online courses (e.g., certificate program in Fraud Detection)

FY 14 Goals-Priority 6

Enhance the CBT degree offerings in the Quad Cities.

- 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

FY 14 Goals-Priority 7

Continue to support the School of Engineering.

- Employ a full-time Administrative Assistant
- Employ 2 MBA GAs to assist with recruiting
- Purchase super computer and VM Ware
- Employ a full-time Faculty Assistant to maintain supercomputer and oversee labs
- Continue to expand section offerings and enhance laboratories
- Continue expansion of CC Linkages partnerships

FY 14 Goals-Priority 8

Address the needs for classroom upgrades and enhancements.

- Update Stipes 121 & 201 with CODEC capability
- Enhance Stipes 122 as state-of-the-art classroom with SMART technology and upgrades
- New computers/Elmo – Stipes 222 & Stipes 225
- Clicker Interactive Response System – Stipes 224
- CODEC and whiteboards – Stipes 320
- New computers (4) and wiring – Stipes 306
- Convert Stipes 217 and 313 to elec. classrooms

FY 14 Goals-Priority 9

Strengthen areas relative to AACSB

Accreditation in Business and Accounting for reaffirmation in Spring 2015.

- Continue to monitor scholarly activity and strengthen credentials of AQ and PQ faculty
- Continue implementation of assessment program aligned with AACSB AOL
- Increase the utilization of the AOL process for decision making
- Update the College Strategic Plan

FY 14 Goals-Priority 10

Continue the emphasis on undergraduate and graduate recruitment for the college and each department/school.

- Continue recruitment efforts aligned with the Office of Admission
- Strengthen the recruitment of international graduate students through targeted efforts and implement the Graduate Merit Scholarship Program

FY 14 Goals-Priority 10

Undergraduate and graduate recruitment (cont)

- Utilize faculty expertise in marketing and promotion to develop recruitment and retention materials and tactics
- Acquire and assign three GAs to support recruitment and retention efforts
- Work with Extended Studies and CIS to bring cohorts of MBA students to Macomb

FY 14 Goals-Priority 11

Strengthen the administration and program support for the Management and Marketing Department.

- Appoint an Assistant Chair for the M&M Department

FY 14 Goals-Priority 12

Establish ongoing funding for the WIU Center for Economic Education to \$8000 annually.

- The center was reestablished in the Spring of 2011 with an allocation of \$4000. As part of a national and state network (the Illinois Center for Economic Education) of economic education, the primary goal of the Center is to enhance the recruiting process at WIU

FY 14 Goals-Priority 13

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

- The CBT campaign goal of \$18 million represents nearly one-third of the overall University goal. The goal consists of \$2.5M for student support, \$5M for faculty support, \$1.5M for equipment and technologies, and \$9M for capital investments

FY 14 Goals-Priority 14

Continue with plans for a Forage Research Center that will, using existing Kerr Farm land, become a state-wide focal point for research into improving livestock forage throughout Illinois.

- Establishment of this center would aid Illinois farmers in the development and evaluation of sustainable forage/pastoral production systems

FY 14 Goals-Priority 15

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

- Continue collaboration with faculty member providing leadership for CBT global initiatives
- Develop a CBT strategic plan for global initiatives
- Pursue new global opportunities (e.g., Cuba; South America)

FY 14 Budget Requests

1.	Computer Sciences - Remodel Classrooms	\$ 129,000 *
2.	CBT Instructional Software	\$ 30,250 *
3.	Agriculture - GIS and GPS software	\$ 25,000 *
4.	EDS - Upgrade wiring in Stipes 327/New PCs	\$ 44,500 *
5.	Engineering Technology Lab Upgrades	\$ 350,000 *
6.	Ag – Teaching Research Greenhouse	\$ 1,000,000 *
7.	Ag – Field Lab Improvements	\$ 1,850,000 *
8.	Ag – Upgrade KH 304 lab	\$ 300,000 *
9.	CBT Internship/Corp. Relations Coordinator	\$ 70,000
10.	Renovate Stipes 111 as CBT Internship Office	\$ 65,000 *
11.	Development of Online Courses	\$ 40,000 *
12.	MS Ag Leadership – Faculty	\$ 65,000

* One-time Funding Request

FY 14 Budget Requests

12.	Tenure Track ET Faculty - QC	\$	65,000
13.	School of Engineering	\$	252,000 *
14.	School of Engineering	\$	110,000
15.	Stipes 121 - CODEC	\$	25,000 *
16.	Stipes 201 - New furniture and CODEC	\$	32,000 *
17.	Stipes 122 - State-of-the-art classroom	\$	50,000 *
18.	Accounting /Finance - Classroom Upgrades	\$	50,000 *
19.	Stipes 217 and 313 - Electronic Classrooms	\$	50,000 *
20.	Marketing and Management - Assistant Chair	\$	20,000
21.	Center for Economic Education	\$	8,000
22.	School of Ag - Forage Research Center	\$	90,000 *

* 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!