

College of Business and Technology

Consolidated Annual Report

Presentation

March 29, 2017



COLLEGE of BUSINESS and TECHNOLOGY

- **Mission** - The College of Business and Technology prepares students for professional careers and life-long learning in a globalized economy. We provide an innovative and applied education in business and technology that fosters the highest level of academic standards, integrity and ethics among our constituents.
- **Vision** - The College of Business and Technology will be a place of excellence for talented students, faculty and staff. We will foster excellence through innovative, technology focused programs. We will offer an array of learning opportunities for students. We will have dedicated faculty who are excellent teachers and recognized professionally for their work. We will engage in collaborative relationships with industry through joint technology development, sponsored programs and applied research. It will be a leading college in Illinois and beyond.



Select CBT Accomplishments and Productivity FY17

- ❖ Addressed necessary upgrades to School of Engineering and School of Agriculture's teaching and research facilities
- ❖ Addressed areas where reduced faculty, particularly in the School of Engineering, was restricting SCH production
- ❖ Continued to strengthen areas related to program specific accreditation standards, particularly in the Department of Accounting and Finance, where lack of faculty may jeopardize College accreditation
- ❖ Successfully merged the Department of Instructional Design and Technology, from the College of Education and Human Services, into the Department of Engineering Technology
- ❖ 50th Anniversary – Alumni events, Jeffrey Hayzlett, Trivia Night, Executive in Residence, Ferguson Lecture, Distinguished Alumni



Select CBT Accomplishments and Productivity FY17

- CBT is the only College over the last 5 year period to have:
 - ❖ An increase in the number of undergraduate majors
(Fall 2012: 2,088; Fall 2016: 2,154 **3.16% increase**)
 - ❖ An increase in the number of graduate students
(Fall 2012: 195; Fall 2016: 401 **105.64% increase**)
 - ❖ An increase in the number Student Credit Hour Production
(Fall 2012: 57,980; Fall 2016: 60,586 **4.49% increase**)



Select CBT Accomplishments and Productivity FY17

- **Enhanced Culture for Teaching and Learning:**
 - ❖ The School of Computer Sciences has prepared and is finishing required approvals for the implementation of the proposed Cyber Security major for Fall 2017 semester
 - ❖ Economics and Decision Sciences is working on a new Bachelor of Business in Business Analytics with planned submission of a feasibility study in FY17
 - ❖ Graduating Engineering students continue to exceed national standards when taking the Fundamentals of Engineering Exam administered by the State of Illinois and the National Council of Examiners for Engineering and Surveying
 - ❖ Engineering, through the Quad Cities Manufacturing Lab, provided research and internship opportunities for its students on major research and development grants valued at nearly \$1 million



Select CBT Accomplishments and Productivity FY17

- **Fiscal Responsibility and Accountability**
 - ❖ Management and Marketing reduced spending on faculty salaries by \$430,000 in FY17
 - ❖ Agriculture has established business and organizational relationships, including the Illinois Corn Growers Association, that provided financial assistance for the construction of new greenhouses
 - ❖ Accounting and Finance, working with the Development office, received \$500,000 from an alum which will be devoted to matching donations to the Accounting program
 - ❖ There is a broad consensus from the departments/schools that attention must be given to faculty hiring because College accreditation is at risk



Select CBT Accomplishments and Productivity FY17

- **Enhance Academic Affairs' Role in Enrollment Management and Student Success:**
 - ❖ Approximately 20% of Economics and Decision Sciences Student Credit Hour production is derived from online classes and the Economics minor is fully available online
 - ❖ Engineering instituted a program to provide laptops to students helping to ensure 100% retention from Fall 2016 to Spring 2017
 - ❖ Engineering instituted the Mechanical Engineering major in Spring 2017
 - ❖ Management and Marketing teamed with BGS to visit Fort Leonard Wood to recruit active duty personnel



Select CBT Accomplishments and Productivity FY17

- **Focus on International Recruiting and Education Opportunities:**
 - ❖ The CS Graduate program is at an all time high enrollment of 160
 - ❖ CBT has the largest number of international students in its graduate programs
 - ❖ Engineering Technology is currently pursuing academic partnerships with 8 international institutions of higher learning, with invitations to visit WIU extended to all 8
 - ❖ Study Abroad in Nepal and Costa Rica and several SCM students at Massey in New Zealand
 - ❖ Accounting and Finance is finalizing its first cohort – Fall 2018 – from Chiba University in Japan to participate in MBA program and Master of Accountancy



Select CBT Accomplishments and Productivity FY17

- **Facilities Enhancement and Technology Support:**
 - ❖ Agriculture completed construction of its third teaching/research greenhouse
 - ❖ Foundation funds were used to upgrade classroom projectors
 - ❖ Engineering Technology installed a ventilation system in one of its laboratories for student and faculty safety and completed installation of color presses in another laboratory



Select CBT Accomplishments and Productivity FY17

Accounting and Finance

- ❖ **Enrollment growth:** Increased Finance undergraduate enrollments 40% from 2015 to 2016
- ❖ **Old computers:** Replaced one computer, not changing the average age of computers >8 years
- ❖ **New Advisory Board:** Established a Finance Advisory Board
- ❖ **Business into the classroom:** 24 external outside guest speakers at Macomb, 6 at the QC
- ❖ **Higher quality students:** Freshman GPA increased 11% from 2012 to 2016; ACT above 23 increased 40%
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollments were flat but appropriated budget dropped 12%



Select CBT Accomplishments and Productivity FY17

Agriculture

- ❖ **Record Open House:** Conducted best attended open house – 80+ potential students attended; Unit B will help to recruit
- ❖ **Auctions:** Sale of livestock through internet auctions raised \$71,000 the past two years
- ❖ **Recruiting:** Through donated funds, purchased pull-up displays for all 15 student organizations
- ❖ **Career Fair:** Career Fair had 48 vendors, attended by almost 300 students
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollment increased 10% while appropriated budget increased 2%



Select CBT Accomplishments and Productivity FY17

Computer Sciences

- ❖ **Graduate growth:** The number of Graduate Students has nearly doubled since last year – many are international students. May be reaching maximum possible enrollment with current faculty/equipment
- ❖ **New Cyber Security major:** Working on a new four-year Cyber Security degree and awaiting information on \$300,000 NSF cyber security grant application
- ❖ **New area:** Faculty exploring new direction in Big Data
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollments increased 40% while appropriated budget increased 9%



Select CBT Accomplishments and Productivity FY17

Economics and Decision Sciences

- ❖ **Economic Outlook Luncheon:** The Department of Economics and Decision Sciences and the College of Business and Technology, in conjunction with the Macomb Chamber of Commerce, are the co-sponsors of the Economic Outlook Luncheon hosted by the Chamber.
- ❖ **Center for Economic Education:** Reestablished the Center for Economic Education to assist in recruiting and retention. Center Director visited 27 high schools and 5 community colleges to encourage economic education.
- ❖ **BB in Business Analytics:** Based on the success of graduate programs in Business Analytics, efforts have begun for an undergraduate major in Business Analytics
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollments increased 13% while appropriated budget increased 7%



Select CBT Accomplishments and Productivity FY17

Engineering

- ❖ **New Major:** Mechanical Engineering – Civil and Electrical next
- ❖ **Accreditation:** Preparing for Fall 2017 ABET visit
- ❖ **Funding:** Awarded \$525,000 from Army Research Lab and \$400,000 from General Electric, for Intelligent Machining
- ❖ **Laptops:** Leased laptops, with special engineering software, that are loaned to new students, using Deere Foundation Funds
- ❖ **Outreach:** STEM K-12 outreach in QC including Lego Robotics, Bridge Contest, Project Lead the Way, “Dream Big” at Putnam
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollments increased 215% while appropriated budget increased 6%



Select CBT Accomplishments and Productivity FY17

Engineering Technology

- ❖ **Merger:** Instructional Design and Technology merged with Engineering Technology
- ❖ **New Minor:** Industrial Technology as a minor in BGS approved
- ❖ **Recruitment:** Continued to develop articulation agreements – 7 completed with 19 in process; combined ET high school exhibit with Open House
- ❖ **International:** Pursuing partnerships with 8 international institutions with potential visits to Macomb and QC this spring
- ❖ **Faculty:** Use 10 adjuncts each semester
- ❖ **Budget and enrollment:** Between 2012 and 2016, enrollments increased 17% while appropriated budget decreased 3%



Select CBT Accomplishments and Productivity FY17

Management and Marketing

- ❖ **Internships:** Nearly 70 students held internships in FY17 – both domestically and internationally
- ❖ **Savings:** Faculty retirements resulted in a savings of nearly \$360,000. Not replacing faculty has, and will continue, to affect SCH production
- ❖ **Outreach:** With a focus on veterans, the Department used ADM Veterans Outreach funding to promote educational opportunities in a variety of forms
- ❖ **Business connections:** Students visited a number of companies, including the Walmart Distribution Center in Iowa and the St. Louis Cardinals marketing team
- ❖ **Budget and Enrollment:** Between 2012 and 2016, enrollments declined 1% while appropriated budget decreased 5%



Select CBT Accomplishments and Productivity FY17

CBT Funding and SCH Production

- ❖ Between 2012 and 2016, CBT Student Credit Hour production increased 5% and, as percent of total University SCH, increased from 18% to 21%
- ❖ Between 2012 and 2016, CBT's appropriated budget declined 4%
- ❖ Of the four Colleges, only CBT increased SCH production between 2012 and 2016



Objectives for FY 18 – Continuous Requests

1	MM: Unit A, Business Law	\$ 98,000
2	Accounting and Finance Faculty Upgrades and Replacements	\$ 239,000
3	Engineering: 2 Faculty Assistants	\$ 95,000
4	ET: 4 Unit A – ET, CSTM, 2 in IDT	\$ 270,000
5	EDS: 5 Grad Assistants for Applied Statistics and Decision Analysis	\$ 25,160
6	Accounting and Finance: Graduate Assistantship	\$ 5,000
7	CBT: General Instruction	\$ 70,000
8	CBT: MBA Advertising and Recruiting	\$ 50,000
9	CBT: Software Licenses	\$ 30,000
10	EDS: Center for Economic Education	\$ 4,000



Objectives for FY 18 – One-Time Requests

1	Computer Sciences: SAP-University Alliances Program	\$8,000
2	Computer Sciences: Remodel ST312	\$125,000
3	Accounting and Finance: New Technology	\$171,000
4	CBT: New computers for Advising Office	\$10,000
5	Engineering Technology: CSTM Surveying Equipment	\$75,000
6	Accounting and Finance: Faculty and Staff Computers	\$15,000
7	Engineering Technology: CSTM Equipment	\$20,000
8	Economics and Decision Sciences: Electrical upgrade to ST327	\$8,500
9	Accounting and Finance: Computer Replacement	\$45,000
10	Engineering Technology: Digital Equipment for Graphic Communication	\$250,000



CBT FY18 and Beyond *Long Term Goals*

- ❖ Build on the strong successes of CBT
- ❖ Continue to increase the enrollment of international students
- ❖ Grow QC enrollment
- ❖ Identify a potential donor to name the College



Academic Excellence



Personal Growth

Social Responsibility



Educational Opportunity

