COLLEGE of BUSINESS & TECHNOLOGY

FY 15 Annual Report
March 25, 2014

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 14 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 14 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 14 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 14 Goals Update

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

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

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

FY14 - Enhanced Teaching and Learning Culture

Maintain rigor/high academic standards

- ATMAE two-year report for ET and CSTM approved, and ACCGC two-year report for GComm will be finalized before the end of the semester.

- EDS has developed an 18 s.h. Post-Baccalaureate Certificate (PBC) Program in Business Analytics, awaiting IBHE approval.

FY14 – *Enhanced Teaching and Learning Culture*

Maintain rigor/high academic standards

- Post baccalaureate certificates in SCM and Business Administration were launched fall 2013 with 20 students enrolled, has grown to 30 students this spring.

- CBT faculty have developed all core courses to deliver the MBA online.

FY14 - Enhanced Teaching and Learning Culture

Maintain rigor/high academic standards

⦿ A Master of Science in Applied Statistics and Decision Analytics is currently in development as a joint effort between the College of Business and Technology and the College of Arts of Sciences. The Department expects to obtain all on campus approvals for the program by the end of spring 2014

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FY14 - Enhanced Teaching and Learning Culture

Support for Quad Cities Riverfront Campus

- Lab support technician added at the QC campus to support the Engineering and ET programs.

- Accounting has developed a new approach to offering ACCT 201 and 202 at the QC campus.

- Accounting has established 15 scholarships for transfer students.

FY14 - Enhanced Teaching and Learning Culture

Expand scope of the Centennial Honors College

- Accounting and Finance have increased the number of honors students.

Support undergraduate and graduate research opportunities

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

FY14 – Enhanced Teaching and Learning Culture

Support undergraduate and graduate research opportunities

- School of Engineering has expanded hiring of student technicians involved in applied research at the QCML.

- Drs. Deboeuf and Johnson co-authored a project with a student that the student will present in March 2014 at the peer-reviewed MBAA academic conference.

FY14 - Enhanced Teaching and Learning Culture

Course based civic/service learning

◉ Students in all programs were involved in service learning activities, including 228 students in internships.

◉ Student organizations and clubs in the College involve students in an array of civic and service learning activities.

FY14 - Enhanced Teaching and Learning Culture

Support scholarly/professional activity

- Faculty in the college are actively engaged in scholarly activities (e.g., 2 books, 56 articles/chapters, 118 papers presented, 147 other intellectual contributions).

FY14 – Fiscal Responsibility & Accountability

Implement zero-based budgeting

- Zero-based budgeting has been implemented in the College and its units.

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FY14 – *Fiscal Responsibility & Accountability*

Identify alternative funding sources

- School of Computer Sciences has received $50,000 for a new applications computer lab.

- Many friends and corporate partners continue to support the College with cash and in-kind donations.

FY14 – Enhance Academic Affairs Role in Enrollment Mgmt & Student Success

Develop recruitment plans

- Associate Dean John Drea leads a focused strategy for CBT recruitment and retention.

- Each unit in the College has developed, and is implementing recruitment plans.

FY14 – Enhance Academic Affairs Role in Enrollment Mgmt & Student Success

Develop recruitment plans

- CBT year-to-year undergraduate enrollments are up.

- CBT year-to-year graduate enrollments are up.

- New scholarships have been funded with a focus on student recruitment and retention.

FY14 – Enhance Academic Affairs Role in Enrollment Mgmt & Student Success

Expand distance learning opportunities

- The MBA program will now offer an entire degree online, starting in Fall 2014.

Provide opportunities for non-degree seeking students

- Two graduate certificates were developed and implemented in an online format.

FY14 – International Recruiting and Educational Opportunities

Increase the number of international students

- Developed and implemented the Graduate Merit Scholarship program to attract international students.

- A proposal (unsuccessful) was submitted to create an Executive MBA program to be taught in Mandarin. The proposal is currently being studied for modification.

FY14 – International Recruiting and Educational Opportunities

Increase the number of international students

- Developed an international agreement with Xiamen University, China.

- Engineering Technology is exploring an internship with National Kaohsiung Normal University in Taiwan.

FY14 – Focus on Statewide Public Agenda/Performance Funding

Facilities Enhancement/Deferred Maintenance

- Planning for the greenhouse for Agriculture is in process.

- CODEC systems have been upgraded in Stipes 201 and have been added to Stipes 121.

FY14 – Technology Enhancement

Support the enhancement of technology infrastructure

- All computers in the student labs in the College have been replaced within the past three years.

- State Farm has awarded Computer Sciences $50,000 for an advance applications lab.

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FY14 – Productivity

DEGREES CONFERRED	2009	2010	2011	2012	2013
Undergraduate Degrees	578	579	583	525	494
Graduate Degrees	117	132	126	128	98

ENROLLMENTS	2008	2009	2010	2011	2012
Undergraduate	2109	2001	2039	2088	2198
Graduate	275	265	263	195	225

FY14 – Productivity

- The College enrollments continue to grow.

Grant Activity

- STTR grant continues, now at QCML.

- QCML is part of the new Digital Lab for Manufacturing.

Preparing for FY 15

- Four 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).

FY 15 Goals

- The Goals for FY 15 have been developed with input from the academic units . . .

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

FY 15 Goals-Priority 1

Advanced Digital Applications and Development Lab.

- State Farm donation - $50,000.
- 3 Flat panel displays (80 inch) and workstation to drive 3-D.
- Remodel Stipes 111 Computer Lab, including wiring and Ethernet connections.
- Computer furniture and chairs.

FY 15 Goals-Priority 2

Develop and implement a marketing plan for the online MBA and PBCs.

- Develop a marketing plan for the MBA online.

- Implement the marketing plan to grow MBA and graduate business enrollments ($20,000).

FY 15 Goals-Priority 3

Plan and Initiate a College Development Campaign.

⊙ Startup funds for feasibility and guidance.

FY 15 Goals-Priority 4

Address the needs for classroom upgrades and enhancements

- Enhance Stipes 201 with new furniture.
- New CODEC and whiteboards – Stipes 320
- New computers (4) and wiring to upgrade tutoring lab – Stipes 306
- Wireless upgrade and mobile computing lab.
- Conversion of Stipes 313 to electronic classrooms.

FY 15 Goals-Priority 5

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

- Continue recruitment efforts aligned with the Office of Admissions and CIS.

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

- Work with Extended Studies and CIS to bring cohorts of Chinese MBA students to Macomb.

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FY 15 Goals-Priority 6

Increase student access to and participation in internships.

- Establish a CBT Internship Office in Stipes 133 and reallocate a unit B faculty member to fill the role of the Corporate Relations/Internship Coordinator.

- Provide modest operating funds for the CBT Corporate Relations and Internship Office.

FY 15 Goals-Priority 7

Continue progression on new degree programs and certificate offerings.

◉ Finalize the plans for a Facilities Management option in the Construction Management program, and a Technology Management Certificate in the BGS program.

◉ Conduct feasibility studies for certificate programs, especially those that will take advantage of online courses (e.g., certificate program in Fraud Detection).

FY 15 Goals-Priority 7

Continue progression on new degree programs and certificate offerings.

- Feasibility studies have been completed for the Master of Science degree in Agricultural Leadership and Communication. With the commitment of an additional unit A faculty member, move forward with the proposal for the new degree program.

FY 15 Goals-Priority 8

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

- Monitor scholarly activity and strengthen credentials of academically qualified and professionally qualified faculty.

- Increase the utilization of the Assurance of Learning (AOL) process for decision making.

- Update the College Strategic Plan.

FY 15 Goals-Priority 9

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 15 Goals-Priority 10

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

- Maintenance, repair, and replacement of essential buildings at the Agricultural Field Lab.
- Upgrade and renovate Agriculture research lab in Knoblauch 304.

FY 15 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 15 Goals-Priority 12

Promote initiatives in Business Analytics.

- ⦿ Business analytics is emerging as a high demand knowledge base for graduates.

- ⦿ The PBC in Business Analytics program is currently awaiting approval from the IBHE.

FY 15 Goals-Priority 13

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

- Develop a CBT strategic plan for global initiatives.

- Pursue new global opportunities (e.g., Cuba; South America).

FY 15 Goals-Priority 14

Continue to support the School of Engineering.

- ⦿ Add new faculty member fall 2015.

- ⦿ Purchase super computer and VM Ware

- ⦿ Employ a full-time Faculty Assistant to maintain supercomputer, oversee engineering computer labs, and maintain engineering software

- ⦿ Continue to expand section offerings

- ⦿ Continue growth and enhancement of laboratories

FY 15 Goals-Priority 15

Establish ongoing funding for the WIU Center for Economic Education.

- 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 15 Goals-Priority 16

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.

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

FY 15 Goals-Technology

- Funds for software/site licenses for SurfCAM, ADOBE suite, Quark, Electronic Workbench, BIM, Oracle, Solid Works, MatLab, etc.

- Funding to become a member of SAP University Alliance.

- Remodel Stipes 312 Computer Lab, new furniture and wiring (former typing lab).
- Upgrade Network Lab in Stipes 304.

FY 15 Goals-Technology

- New wiring in Stipes 327 computer lab.

- Upgrade Stipes 313 into an electronic classroom.

- Place all faculty computer hardware on a four-year replacement cycle.

- Place all student lab computers on a four-year replacement cycle.

FY 15 Budget Requests

1. Digital Applications and VR Lab — $ 95,000 *
2. Marketing and growing the MBA — $ 20,000
3. College Campaign startup — $ 20,000 *
4. Software licenses and upgrades — $ 30,250
5. Computer Lab Upgrades – Stipes 327, 312 — $ 60,000 *
6. CBT recruitment efforts – 3 Gas — $ 24,000
7. CBT Internship Coord. – unit B reallocate — $ 24,000
8. Unit A for ET in the QC — $ 65,000 **
9. ENGR supercomputer — $ 150,000 *

ENGR future faculty/staff — $ 120,000 **

* One-time Funding Request; ** FY 16 Funding Request

FY 15 Budget Requests

10.	Stipes 201 furniture	$ 12,000	*
13.	Accounting /Finance - Classroom Upgrades	$ 75,000	*
14.	Marketing and Management - Assistant Chair	$ 20,000	
15.	Center for Economic Education	$ 8,000	
16.	School of Ag - Forage Research Center	$ 90,000	*
17.	Stipes 122 - State-of-the-art classroom	$ 50,000	*

New Degrees:

1.	MS in Applied Stats & Decision Analytics	$ 22,000	**
2.	MS in Ag Communications	$ 65,000	**

* One-time Funding Request; **FY 16 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!