

Langdale College  
**Strategic Plan AY 2014-2019**

**Strategic Goal 1:** Examine the Langdale College’s Mission, Strategic Plan, and Faculty Manual in light of changes in the VSU Mission and Strategic Plan, the Academic Affairs Strategic Plan, and 2013 AACSB Standards. (VSU Strategic Plan 5.3)

- Objective 1: Align the Langdale College Mission with the new VSU Mission and the 2013 AACSB Standards. (VSU Strategic Plan 5.3.1)
- Objective 2: Enlist input from all stakeholders when creating the Strategic Plan. (AA Strategic Plan 4.3)
- Objective 3: Revise the Langdale College Faculty Manual to articulate clear teaching, research, and service expectations. (VSU Strategic Plan 4.1.3, AA Strategic Plan 2.2, 2.3)

Action Steps to Support Objectives:

- Establish a taskforce comprised of faculty from each academic department, Business Student Advisory Council, and the Business Advisory Board to rewrite the Langdale College mission statement.
- Once mission has been defined, establish a process and timeline for creating a new Langdale College Strategic Plan.
- Engage faculty in revising Faculty Manual incorporating the changes in the AACSB standards.

**Strategic Goal 2:** Support VSU’s Complete College Georgia Plan.

- Objective 1: Improve access and completion for students traditionally underserved. (VSU Strategic Plan 1.1.2)
- Objective 2: Shorten time to degree. (VSU Strategic Plan 1.1.3)
- Objective 3: Restructure instructional delivery. (VSU Strategic Plan 1.1.4 and 1.3.4)
- Objective 4: Transform remediation. (VSU Strategic Plan 1.1.5)

Action Steps to Support Objectives:

- Create undergraduate and graduate online degree programs.
- Offer a greater number of academic courses online during summer semester to aid in fulfilling graduation requirements increasing 4 and 5-year graduation rates.
- Offer a greater number of hybrids, online and other delivery methods to increase access and completion. (AA Strategic Plan 4.2)
- Increase remediation opportunities such as tutoring, labs, and drop-back courses to improve retention and graduation rates.
- Increase utilization of DegreeWorks and Data Warehouse tools. (VSU Strategic Plan 1.3.3)
- Document academic progression towards degree completion. (VSU Strategic Plan 1.3)

**Strategic Goal 3:** Prepare for Continuing Improvement Review (re-accreditation by AACSB) and AACSB Accounting Accreditation.

Objective 1: Examine changes in 2013 AACSB standards.

Objective 2: Critically evaluate the Assurance of Learning (AOL) goals. (VSU Strategic Plan 5.3.1)

Objective 3: Create measures of impact for teaching, research, and service. (VSU Strategic Plan 3.2.4)

Objective 4: Ready the accounting program for separate AACSB accreditation.

Action Steps to Support Objectives:

- Take a standard-by-standard approach in examining changes in AACSB standards.
- Create strategies for addressing issues surfaced in the standards that have changed.
- Track and survey graduates. Document job acceptance rates.
- Stretch our AOL goals and add new goals. Measure more effectively our AOL goals.
- Develop templates in Digital Measures for documenting impact.
- Assess the accounting program for readiness for undergoing separate AACSB accounting accreditation.
- Take necessary steps to achieve accounting accreditation.

**Strategic Goal 4:** Determine what a business curriculum should look like in a changing global business environment. (AA Strategic Plan 4)

Objective 1: Evaluate and, if necessary, redesign business curriculum. (AA Strategic Plan 4.1)

Objective 2: Increase international experiences of business students. (VSU Strategic Plan 3.1.2)

Objective 3: Examine ways to address ethical understanding, social responsibility, and environmental sustainability.

Objective 4: Collaborate with other divisions of the university to ensure the complete development of our students. (AA Strategic Plan 2.6, 3.4)

Action Steps to Support Objectives:

- Continue faculty participation in AACSB curriculum seminars.
- Create taskforce to gather information from other universities and all Langdale College stakeholders and make recommendations. (AA Strategic Plan 1.3)
- Expand international educational partnerships.
- Encourage student to participate in discipline-based research.
- Continue to form collaborative partnerships with academic departments across campus.

**Strategic Goal 5:** Increase financial support for Langdale College. (AA Strategic Plan 2.5)

Objective 1: Expand the number and increase the total dollar amount of gifts raised for student scholarships. (VSU Strategic Plan 2.1)

Objective 2: Facilitate entrepreneurial efforts by departments. (VSU Strategic Plan 3.3.2 and 4.1.2)

Objective 3: Increase the number of grants to support research and community engagement/impact. (VSU Strategic Plan 4.2)

Objective 4: Increase the faculty/staff participation rate in the annual capital campaign. (VSU Strategic Plan 2.2)

Action Steps to Support Objectives:

- Work with Advancement Officer to increase the number of endowed student scholarships.
- Create certificate programs to meet business community needs. (VSU Strategic Plan 3.3.2)
- Collaborate with the Office for Sponsored Programs and Research Administration in writing grant proposals. (VSU Strategic Plan 4.2.2)
- Educate faculty and staff about the importance of their gifts. (VSU Strategic Plan 2.4)

**Strategic Goal 6:** Grow both undergraduate and graduate enrollment.

Objective 1: Increase undergraduate majors by 2% per year for next five years. (AA Strategic Plan 1.2)

Objective 2: Increase graduate enrollment by 5% per year for next five years. (AA Strategic Plan 1.2)

Objective 3: Increase enrollment in minors and certificate programs through collaborations.

Action Steps to Support Objectives:

- Develop recruitment activities in collaboration with the Division of Enrollment, Marketing, and Communications. (VSU Strategic Plan 1.4.1)
- Expand participation in regional and national professional organizations.
- Create a marketing plan/strategy to promote new degrees and programs. (VSU Strategic Plan 1.4.3)

**Strategic Goal 7:** Encourage and financially support faculty and staff development.

Objective 1: Encourage faculty members to present research at regional and national academic meetings.

Objective 2: Make professional development opportunities available to faculty. (VSU Strategic Plan 1.2.1)

Objective 3: Make professional development opportunities available to staff. (VSU Strategic Plan 1.3.2)

Objective 4: Expand incentive and reward structure to include service component of faculty responsibilities. (VSU Strategic Plan 3.2.4 and 5.3.5)

Action Steps to Support Objectives:

- Financially support academic research presentations.
- Provide training for faculty and staff on all educational delivery modes.
- Create effective and meaningful incentive and reward system.