

**REVISED 2/4/25**

**Harley Langdale, Jr. College of Business Administration (LCOBA)  
2024-2029 Five-Year Strategic Plan**

<u>Progress/Status Options</u>
<ul style="list-style-type: none"><li>• <b>Suspended</b></li><li>• <b>Planning/Development</b></li><li>• <b>Implementation</b></li><li>• <b>Completed; Continuing Responsibilities Assigned</b></li></ul>

**STRATEGIC GOALS**

**Strategic Goal #1: Enhance (Drive, Accelerate or Advance) Student Success**

No.	Objectives	Action item	Basis of evaluation	Resources needed	Responsible party	Progress
1	<b>Student Participation, Engagement and Belonging</b>	Increase the number of firms participating in the fall networking events (Meet the Firms)	Number of firms and students attending the events			
2	<b>Innovative Learning and Teaching</b>	Add the Gallup’s Clifton Strength Finders assessment to the BUSA 2999 (Career Development) course.	Students’ reflections and the individual strength reports			
3	<b>Professional and Entrepreneurial Development</b>	Appoint a Director to the J. Donald Lee Center for Entrepreneurship and provide students with internship opportunities within the center.	The number of unique visitors to the Center and the number of events organized by the Center.			

**References:**

AACSB Standards: 4, 5, 6, 7, 9

VSU Strategic Plan: Strategy 1.3a, 2.1c

LCOBA Values, Vision

## **Strategic Goal #2: Cultivate Faculty Excellence**

<b>No.</b>	<b>Objectives</b>	<b>Action item</b>	<b>Basis of evaluation</b>	<b>Resources needed</b>	<b>Responsible party</b>	<b>Progress</b>
1	<b>Faculty Development and Innovation</b>	Support faculty research and pedagogy enhancement	Amount of financial support provided to faculty to attend conferences etc., number of presentations and publications as reported in Faculty Success by Watermark			
2	<b>Enhancing Faculty Satisfaction and Support</b>	Increase faculty resources, such as software and other tools, to support teaching and research activities.	Amount of financial support obtained and used.			

### **References:**

AACSB Standards: 2, 3, 4, 7

VSU Strategic Plan: Strategy 1.2d, 2.1a, 2.1b,

LCOBA Values, Vision

### **Strategic Goal #3: Strengthen Academic and Community Partnerships**

<b>No.</b>	<b>Objectives</b>	<b>Action item</b>	<b>Basis of evaluation</b>	<b>Resources needed</b>	<b>Responsible party</b>	<b>Progress</b>
1	<b>Academic Partnerships</b>	a. Increase the number of students participating in internships, study abroad, and academic research. b. Establish MOUs with international partners.	Number of participants, partners			
2	<b>Community Collaborations</b>	Continue working with the Center for Regional Impact to support local governments and other community partners within our service through the expanded MBA curriculum option.	Number of students enrolled in MBA 7020 in the fall and spring semesters, Number of projects completed in coordination with the Center and the impact of such projects			
3	<b>Career Development Services</b>	Increase student credentialing opportunities	Number of students receiving credentials			

#### **References:**

**AACSB Standards: 4, 5, 6, 7, 8, 9**

**VSU Strategic Plan: Strategy 1.2e, 1.3b, 2.1a**

**LCOBA Values, Vision**

#### **Strategic Goal #4: Establish and Expand Brand Reputation**

No.	Objectives	Action item	Basis of evaluation	Resources needed	Responsible party	Progress
1	<b>Brand Development and Promotion</b>	Cooperate with a marketing firm (e.g., Digital Silk) to establish a marketing plan.	Creation of a marketing plan			
2	<b>Accreditation and Peer Recognition</b>	a. Monitor any changes in AACSB guidelines and their impact on LCOBA policies; b. Secure and provide financial support to faculty to attend AACSB conferences and to conduct research that aligns with AACSB standards	Financial support provided to faculty to attend AACSB conferences and to conduct research that aligns with AACSB standards; Faculty Qualification and Sufficiency as captured in Faculty Success; Assurance of Learning results			
3	<b>Stakeholder Engagement and Community Involvement</b>	a. Encourage broad community participation on advisory boards; b. Community engagement on and off campus.	a. Composition and number of board members b. Number of engagements (speakers, visitors of the Copeland Museum, Entrepreneurship center, etc.)			

#### **References:**

AACSB Standards: 3, 4, 5, 8, 9,  
VSU Strategic Plan: Strategy 1.2c, 3.2a, 4.1a  
LCOBA Values, Vision