

**REVISED 3/19/15**

**Harley Langdale, Jr. College of Business Administration (LCOBA)  
2015 Five Year Strategic Plan**

**STRATEGIC GOALS**

**Strategic Goal #1: Support and align with VSU's mission and strategic plan**

**“0” = Temporarily Suspended  
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“2” = Implementation Phase  
“3” = Completed; Evaluation Phase  
“4” = Completed; Continuing  
Responsibilities Assigned  
“5” = Completed**

No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Articulate a clear and distinctive mission for LCOBA.</b>	a. Formulate a relevant, ongoing mission that is reviewed on a periodic basis and revised as necessary.	Time	Executive Committee	
2	<b>Conduct periodic reviews to align LCOBA mission statement, strategic plan, and faculty manual with those of the University.</b>	a. Review annually the University's strategic plan, mission and faculty manual for any changes.	Time	Executive Committee	
3	<b>Engage LCOBA stakeholders when developing policy changes.</b>	a. Create task force comprised of faculty, staff, student and community stakeholders to adjust LCOBA strategic plan, mission and faculty manual as needed.	Time	Executive Committee	

**References:**

**AACSB Standard 1  
LCOBA Vision**

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**Strategic Goal #2: Recruit, retain, and graduate a diverse student body**

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Create an LCOBA Marketing Plan</b>	a. Develop Product, Price, Place, Promotion parameters along with a SWOT analysis	Time and Funding	Marketing Task Force	
2	<b>Collaborate with high schools, junior colleges, Universities and other VSU Colleges to increase LCOBA exposure.</b>	a. Promote current and new degrees, programs, and course offerings.	Time and Funding	Recruitment and Retention Committee (RRC)	
3	<b>Grow undergraduate enrollment by 2% per year and graduate enrollment by 5% per year, contingent on faculty funding.</b>	a. Implement cost-effective promotion methods. b. Develop and utilize social networking sites.	Time and Funding	RRC Executive Committee	
4	<b>Utilize remediation tools and other techniques to improve retention and graduation rates.</b>	a. Implement ideas from the RCC b. Create advising and career opportunities in conjunction with the Career Center.	Time	RRC Career Strategies Coordinator	
5	<b>Ensure that curriculum content is appropriate for the degree programs and learning objectives, and align with LCOBA mission statement.</b>	a. Review, and if necessary, revise program curriculum.	Time	Department Heads Advisory Boards	

**References:**

AACSB Standards: 4, 5, 7, 8, 9, 10, 11  
 LCOBA Values

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**Strategic Goal #3: Foster an environment of innovative teaching and scholarship**

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Maintain and deploy a faculty sufficient to ensure quality outcomes across degree programs.</b>	a. Continue to provide effective and meaningful reward mechanisms that incentivize research, scholarship, and other academically creative activities. b. Ensure sufficient faculty is available to deliver course offerings at the undergraduate and graduate levels.	Time and Funding	Academic Affairs Executive Committee	
2	<b>Restructure instructional delivery, as necessary for all students, inclusive of non-traditional students, out-of-region students, special needs and at- risk students.</b>	a. Provide greater opportunities for hybrid and on-line course offerings and degree programs at the undergraduate and graduate levels. b. Assess the need for added curriculum programs, such as certificate programs. c. Participate in Instructional Development Programs.	Time and Funding	Department Heads	

**References:**

**AACSB Standards: 2, 5, 7, 8, 9, 10, 11, 12, 13, 14**

**LCOBA Values**

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**Strategic Goal #4: Provide an environment of professional development and support**

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Ensure that a well-documented and well-communicated process exists to manage and support faculty and staff over the progression of their careers.</b>	a. Provide updates to Digital Measures as needed to ensure faculty and staff activities are appropriately captured. b. Ensure a timely and appropriate feedback mechanism through the administration of the Faculty Activity Report. c. Make the peer-review process available to all faculty. d. Ensure appropriate training is available for all staff.	Time and Funding	Associate LCOBA Dean Department Heads Executive Secretary	
2	<b>Encourage faculty research, scholarship, and other academically creative activities.</b>	a. Support collaborative efforts with other institutions, students, and businesses in an effort to broaden scholarship and other academically creative activities.	Time and Funding	Department Heads	
3	<b>Support faculty efforts to obtain external support for research and other academically creative activities.</b>	a. Assist faculty in identifying sources of external funding opportunities and assist in competing for these.	Time and Funding	LCOBA Dean Office of Sponsored Programs on Research Activities (OSPRA) LCOBA Development Officer	

No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
4	<b>Encourage faculty to present academic research at regional, national, and international conferences.</b>	<ul style="list-style-type: none"> <li>a. Encourage the use of the University faculty scholarship proposal application.</li> <li>b. Continue to provide faculty incentives for published academic scholarship.</li> <li>c. Offer a peer-support system for faculty requiring research assistance.</li> <li>d. Support faculty engagement in varying roles with respective discipline organizations, (i.e., editorships, reviewers, session chairs, etc.).</li> </ul>	Time and Funding	Executive Committee	

**References:**

**AACSB Standards: 2, 6, 10, 12, 13, 15**

**LCOBA Vision and Values**

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**Strategic Goal #5: Engage the local, regional, and global communities**

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Increase international experiences of LCOBA students and faculty.</b>	a. Incentivize and encourage faculty and students to participate in international programs. b. Continue to develop relationships with international institutions and organizations.	Time and Funding	LCOBA Dean Study Abroad Committee Internationalization Committee	
2	<b>Expand opportunities for LCOBA students to participate in internship programs with local and regional businesses.</b>	a. Create a mentor program that will allow students to engage with local and regional business leaders. b. Target local and regional businesses and provide joint events with LCOBA in order to provide exposure to the College and its students.	Time and Funding	Advisory Boards Career Strategies Coordinator	
3	<b>Identify opportunities for business leaders to have a presence on campus and interact with faculty, staff, and students.</b>	a. Continue classroom visits by business leaders. b. Create block schedules that would permit specific times business leaders might address the student/faculty community. c. Provide opportunities for business leaders to address the LCOBA academic community through student organizations. d. Continue to develop and utilize the Advisory Boards.	Time	Executive Committee LCOBA Development Officer	

No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
4	<b>Encourage faculty engagement with businesses and the community.</b>	a. Provide outreach opportunities to local, regional, and statewide industries.	Time and Funding	Executive Committee	
5	<b>Encourage student engagement with businesses and the community.</b>	a. Provide outreach opportunities to local, regional, and statewide industries. b. Encourage student organizations to pursue outreach opportunities within the local and regional communities.	Time and Funding	BSAC Student Organizations	

**References:**

**AACSB Standards: 10, 13, 15**

**LCOBA Vision and Values**

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**Strategic Goal #6: Enhance financial resources for the Langdale College**

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Create financial strategies to obtain resources appropriate to, and sufficient for, achieving LCOBA’s mission.</b>	a. Coordinate with LCOBA development officer and University Advancement to seek new funding prospects. b. Develop stronger relations with current and potential donors. c. Create strategic engagement with VSU alumni.	Time and Funding	LCOBA Dean LCOBA Development Officer	
2	<b>Create gift opportunities for donors to allow for investment in human capital of our faculty.</b>	a. Actively seek financial gifts by educating the business community leaders and advisory boards of the importance of their investment in LCOBA. b. Create endowed chairs and professorships within LCOBA.	Time and Funding	LCOBA Dean LCOBA Development Officer	
3	<b>Strive for increased faculty/staff participation in VSU’s capital campaign.</b>	a. Educate faculty and staff about the importance of their gifts and participation.	Time	LCOBA Development Director LCOBA Capital Campaign Manager	
4	<b>Expand the number and increase the total dollar amount of gifts raised for student scholarships.</b>	a. Actively seek financial gifts by educating the business community leaders and advisory boards of the importance of their investment in LCOBA students.	Time and Funding	LCOBA Dean LCOBA Development Officer	

**References:**  
**AACSB Standards: 3, 12**  
**LCOBA Mission**

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### Strategic Goal #7: Pursue continuous improvement of the Langdale College

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No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Prepare the Accounting program for separate accreditation.</b>	a. Develop and implement a mission, strategic plan and program goals for the Accounting program in order to align with AACSB guidelines.	Time	Accounting Department Head	
2	<b>Structure LCOBA to ensure proper oversight, accountability, and responsibility for continuing operations of human, financial, physical, and infrastructure resources.</b>	a. Develop and implement any needs assessments. b. Create committees and task forces, as required, to periodically review, evaluate, and update LCOBA policies.	Time	Executive Committee	
3	<b>Evaluate the business curriculum on an on-going basis for potential changes in the business education environment.</b>	a. Rely on input from Advisory Boards and other external parties to help assess the need for added curriculum programs or changes to those programs. b. Review competitor and peer institutions for best practices.	Time	Advisory Boards Department Heads AOL Committees	
4	<b>Maintain AACSB accreditation.</b>	a. Monitor any changes in AACSB guidelines and their impact on LCOBA policies. b. Continue to participate in AACSB seminars and other joint activities. c. Assess the need for alterations based on AACSB standards. d. Review annually LCOBA strategic plan, mission, and faculty manual for changes.	Time	LCOBA Dean Executive Committee AOL Committees	

**References:**

AACSB Standards: 1, 3, 4, 5, 6, 8, 9, 11, 13, 14, 15  
 LCOBA Mission, Vision, Values