

STRATEGIC PLAN 2017

FAU COLLEGE OF BUSINESS

I N T R O D U C T I O N

In response to the changing environment of both the University and surrounding region, FAU launched a bold new strategic plan in 2015 to build on strengths of the institution. FAU's College of Business faculty and administration followed with the adjusting and altering of our strategic plan, already in development, to compliment the strengths and initiatives of the University. Our new plan harnesses the College's assets to enhance our engagement and impact initiatives, and boldly launches collaborative efforts among faculty, students, staff, alumni, and the business community of our region, and beyond. By committing to action, we are guided by our strategic initiatives to attract and support faculty and students in scholarship and business engagement, while harnessing innovative means to sustain the College's mission.



M I S S I O N

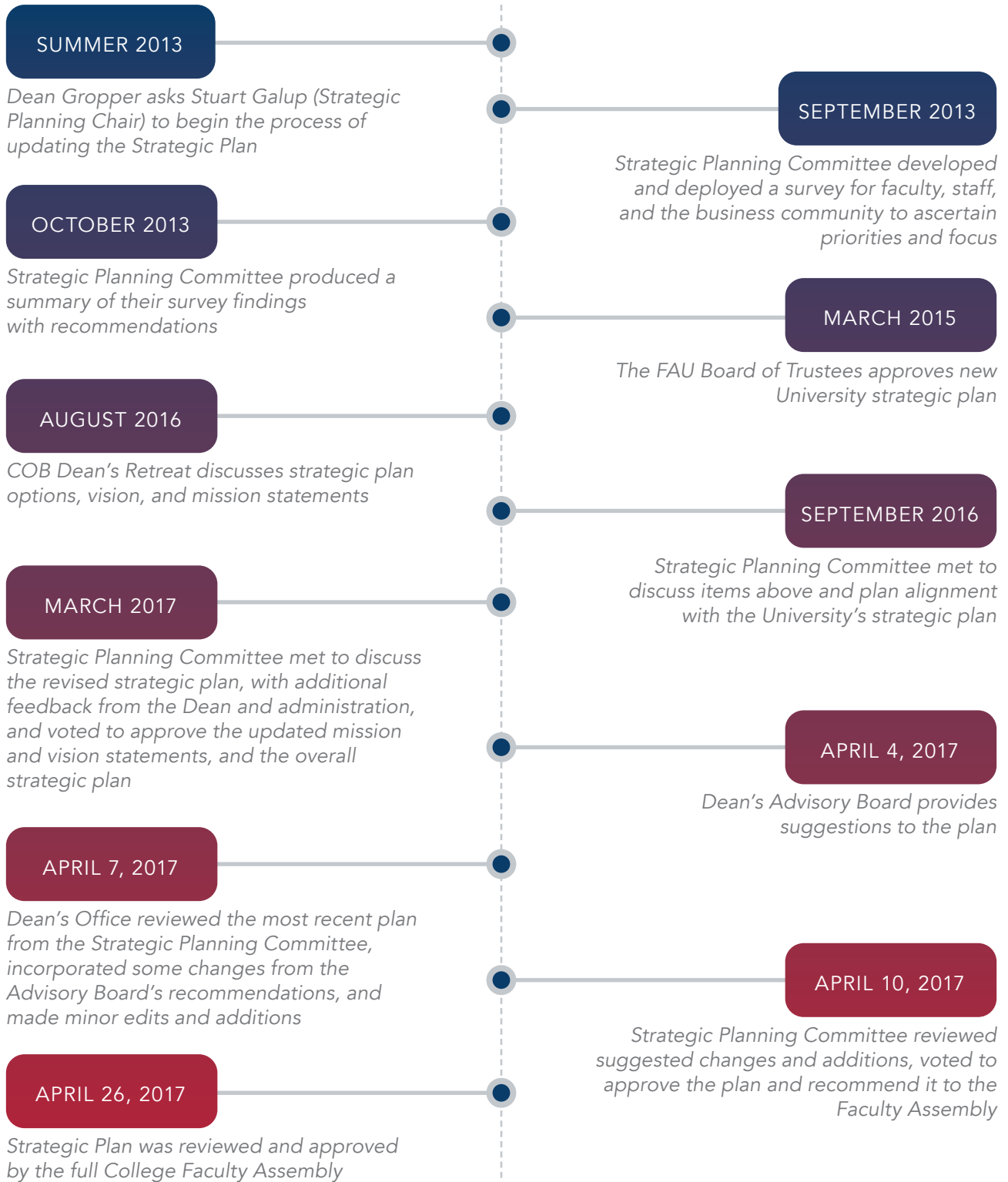
Florida Atlantic University's College of Business sustains an environment of entrepreneurial action and intellectual achievement through research and teaching, creating access to educational programs and opportunities for our constituents emphasizing the diverse people, industries, and issues of the south Florida region and beyond.

V I S I O N

We aspire to be an internationally known and a nationally ranked business school.



COB STRATEGIC PLANNING TIMELINE



STRATEGIC GOALS AND OBJECTIVES

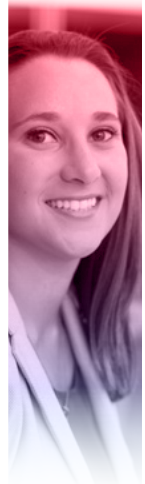
1. Attract, develop, and retain a diverse faculty qualified in teaching, scholarship, and service.

- a. Reward faculty with pay based on merit of accomplishments and commensurate with market pay of similarly accomplished faculty at comparable institutions.
- b. Provide time for research to productive faculty by adjusting teaching-research-service ratios.
- c. Provide resources for faculty research presentations and journal submissions.
- d. Foster a work environment that accommodates diverse faculty members with different backgrounds and strengths.
- e. Value a portfolio approach to faculty; where research, teaching, and service are rewarded and respected.



2. Prepare students for careers in business through relevant curricula as well as proactive and responsive academic advising.

- a. Assess degree learning goals and utilize the results to improve student learning outcomes.
- b. Utilize feedback from systematic assurance of learning (AOL) to change/improve curricula and courses.
- c. Recognize alternative, less formalized indicators (in addition to AOL) of needs to enhance learning and for program improvement.
- d. Provide a breadth of course offerings that give students a foundation of skills, knowledge, and understanding expressed in the degree program learning goals.
- e. Encourage a variety of teaching and delivery methods that are appropriate for program learning goals.
- f. Ensure that students receive quality advising and academic support to ensure timely degree completion.



3. Enhance excellence in teaching.

- a. Support faculty development in utilizing the most current technology in course design and delivery.
- b. Provide faculty support to augment teaching improvement through pedagogical development.
- c. Provide quality instruction in a variety of delivery modes and locations to support our diverse student constituencies.



4. Enhance research.

- a. Continue to provide support for resources necessary to conduct research for both faculty and students.
- b. Improve efforts in the College to increase incentives, grants, and funded research.
- c. Encourage interdisciplinary research and academic cooperation across programs within the College, as well as outside the College to develop more diverse knowledge areas to address societal problems.
- d. Improve knowledge translation (dissemination and transfer of research findings to the general public for the benefit of businesses, consumers, and society).

5. Promote faculty, student, and business community engagement experiences through experiential activities.

- a. Provide strong, diverse international educational opportunities/partnerships for both students and faculty for global engagement.
- b. Involve business community leaders in instructional and extracurricular activities of the College.
- c. Provide enhanced student and faculty experiential learning experiences, including internships, with exposure to business practitioners.

6. Secure sufficient resources and support for sustainability to accomplish the mission of the College.

- a. Work closely with the University's Academic Affairs group to help ensure appropriate funding for the College's programs.
- b. Pursue entrepreneurial efforts to maintain and enhance revenue streams to carry out the College's mission.
- c. Promote development activities to provide support for the College.
- d. Engage alumni to support the College.

