



The Barry Kaye College of Business



Strategic Planning Presentation
April 25, 2007

Overview

- The Planning Process
- FAU's goals
- Goals and Objectives 2004 to 2007
- Looking ahead 2007-2011

The Planning Process

- Review FAU goals
 - Establish College goals to address first four
 - FAU goals 5-7 address University level infrastructure and presence
- Review base year data
 - Begins in 2004
- Measure progress since then
 - 2004-05, 2005-06, 2006-07
 - 2006-07 data not yet complete

Florida Atlantic University's Goals

- Goal 1: Provide increased access to higher education
- Goal 2: Meet statewide professional and workforce needs
- Goal 3: Build world-class academic programs and research capacity
- Goal 4: Meet community needs and fulfill unique institutional responsibilities

Goal 1: Increased Access

- Objective 1 – Assure student achievement through Academic Learning Compacts
- Objective 2 – Improve student advisement
- Objective 3 – Increase retention of undergraduate students through advisement
- Objective 5 – Add five new faculty lines per year to service growth
- Objective 10 – Increase the number of degrees awarded in targeted and non-targeted areas
- Objective 11 - Increase student access through on-line and video conference undergraduate courses

Student Achievement

- Objective 1 – Assure student achievement through Academic Learning Compacts
 - Academic Learning Compacts have been implemented for all baccalaureate degree programs
 - Changes in curriculum – course content adjustments, model syllabus for Writing for Management course
 - Increased faculty and student awareness of assessment – faculty created grading rubrics, students in some courses take common final exams

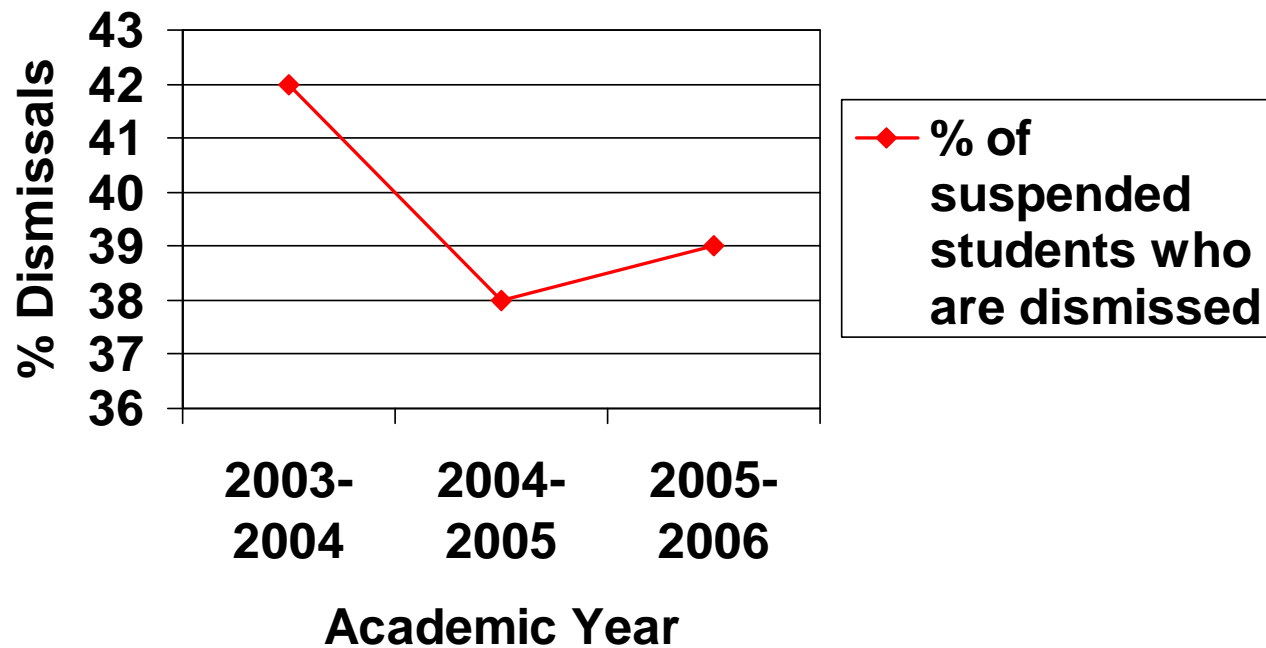
Student Satisfaction

- Objective 2 – Improve graduate student advisement
 - Added evening and weekend hours to support working students
 - Trained advisors in communications skills
- Objective 2 – Improve undergraduate student advisement
 - Student satisfaction rose from 2.5 to 2.8 between 2002-2003 and 2004-2005 (survey is biennial, 2006-07 currently being administered)

Student Retention

- Objective 3 – Decrease the percentage of undergraduate students dismissed

Undergraduate Dismissal Trends



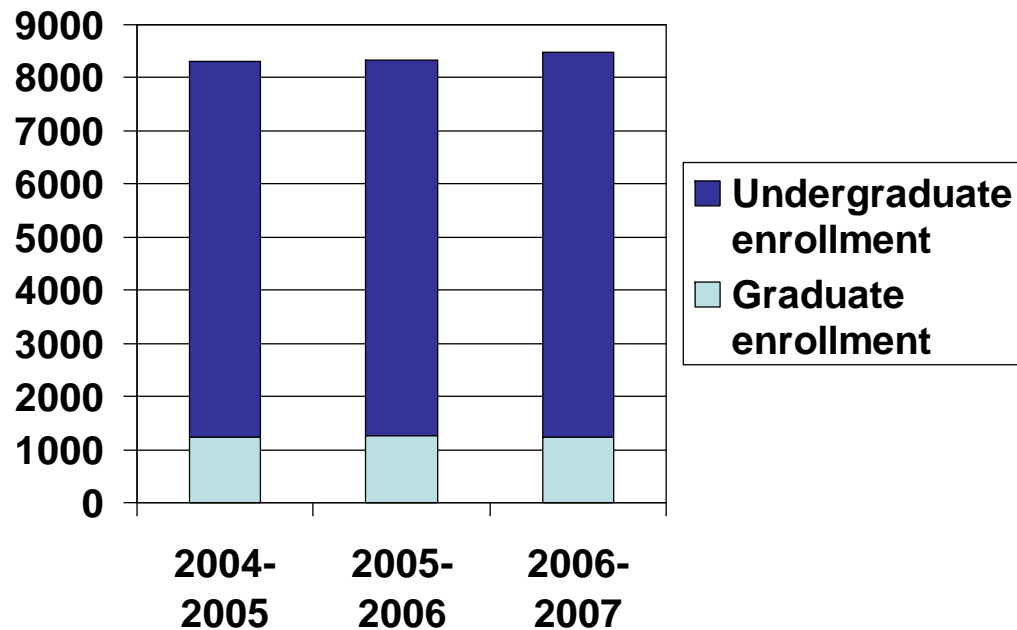
Timely Completion of Degrees

- Objective 5 – Add five new faculty lines per year to facilitate the timely completion of degree

	2004-05	2005-06	2006-07
New tenure-track lines	0	0	-1
New instructors	8	0	5
Total	8	0	4

Award Degrees in Targeted and Non-targeted Areas

- Objective 10 – Increase # of degrees awarded
 - Increased student enrollment

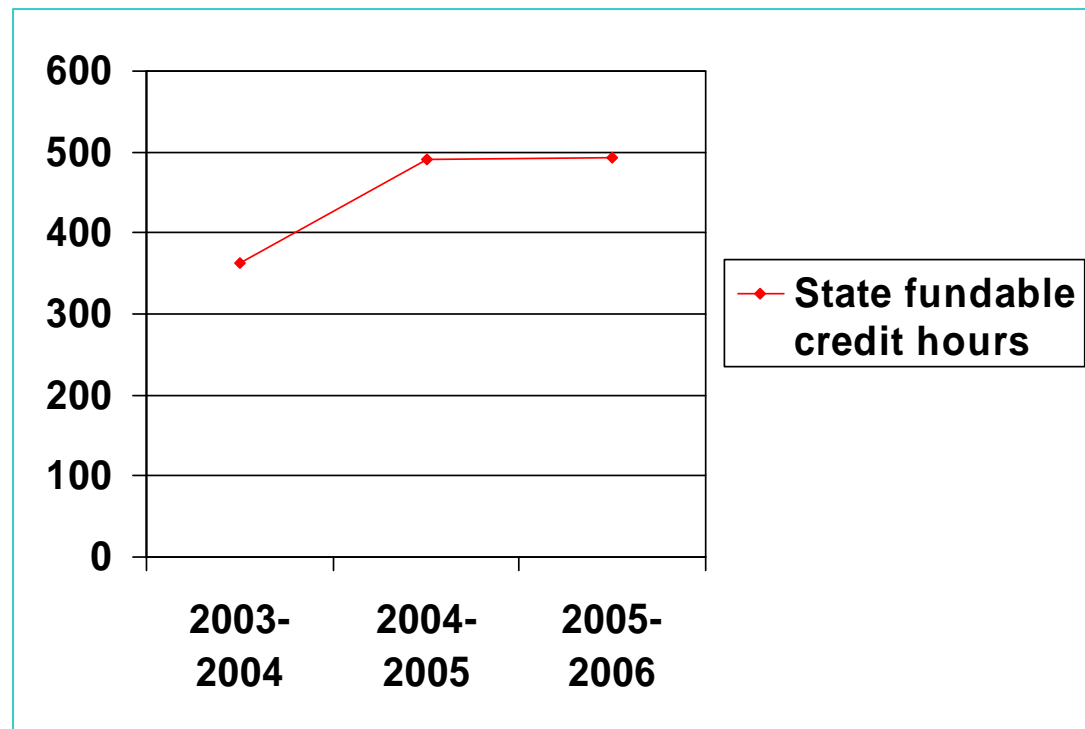


Award Degrees in Targeted and Non-targeted Areas

Student level	Department	Number of Degrees	
		2004-2005	2005-2006
Undergraduate	Accounting	234.5	246
	Finance	158	170
Undergraduate	Health Services Administration	100	94
Graduate		1	12
Undergraduate	Management Information Systems	110	75.5

Award Degrees in Targeted and Non-targeted Areas

- Increase study abroad participation
 - Preparation for global business



Mission-driven Academic Enrollment

- Objective 11 –Increase student access through on-line and video-conferenced undergraduate courses
 - Reduced the fully on-line format because of the high demand on faculty resources, substantially increased video-conference courses

UNDERGRADUATE		# Course Enrollments		
Course Type	Campus	2004-2005	2005-2006	2006-2007
Fully online courses	Distance Learning	1,405	1,628	1,377
Regular class with some Web activities	Campus			
	Boca	1,243	3,289	11,862
	Davie	165	228	2,272
	MacArthur	31	192	538
	Treasure Coast	95	182	453
	Other Locations	8	2	0
	All		1,542	3,893

Mission-driven Academic Enrollment

- Objective 11 – Increase student access through on-line and video-conferenced undergraduate courses

UNDERGRADUATE		Academic Year		
Course Type	Campus	2004-2005	2005-2006	2006-2007
Video-conference (students in receive sections)	ALL	95	73	487

Goal 2: Professional and Workforce Needs

- Objective 1 – Offer a non-programming track to the undergraduate Management Information Systems (MIS) major
- Objective 3 – Offer a Master of Science in Information Technology with Computer Information Systems Department (CIS)
- Objective 3 – Offer an undergraduate concentration in Transportation Management and Planning with the Departments of Civil Engineering (CE) and Urban and Regional Planning (URP)
- Objective 3 – Offer a graduate concentration in Transportation Management and Planning with the Departments of Civil Engineering (CE) and Urban and Regional Planning (URP)
- Objective 5 – Promote Health Services Administration major and “high wage” degrees

Professional and Workforce Needs

- Objective 1 – Offer a non-programming track to the undergraduate Management Information Systems (MIS) major
 - A minor and a certificate in Information Security have been added.

Professional and Workforce Needs

- Goal 2, Objective 3
 - Offer a Master of Science in Information Technology with Computer Information Systems Department (CIS)
 - In progress, the proposal was approved by The Barry Kaye College's graduate curriculum committee
 - Offer an undergraduate concentration in Transportation Management and Planning with the Department of Civil Engineering (CE) and Urban and Regional Planning (URP)
 - Offer a graduate concentration in Transportation Management and Planning with the Department of Civil Engineering (CE) and Urban and Regional Planning (URP)
 - Both are in the early stages of development

Professional and Workforce Needs

Objective 5 – Promote Health Services Administration major and “high wage” degrees such as Accounting, Finance and Management Information Systems

Student level	Department	Number of Students	
		2004-2005	2005-2006
Undergraduate	Accounting	1,183	1,234
	Finance	646	629
Undergraduate	Health Services Administration	360	389
Graduate		29	48
Undergraduate	Management Information Systems	438	351

Goal 3: Academic Programs and Research

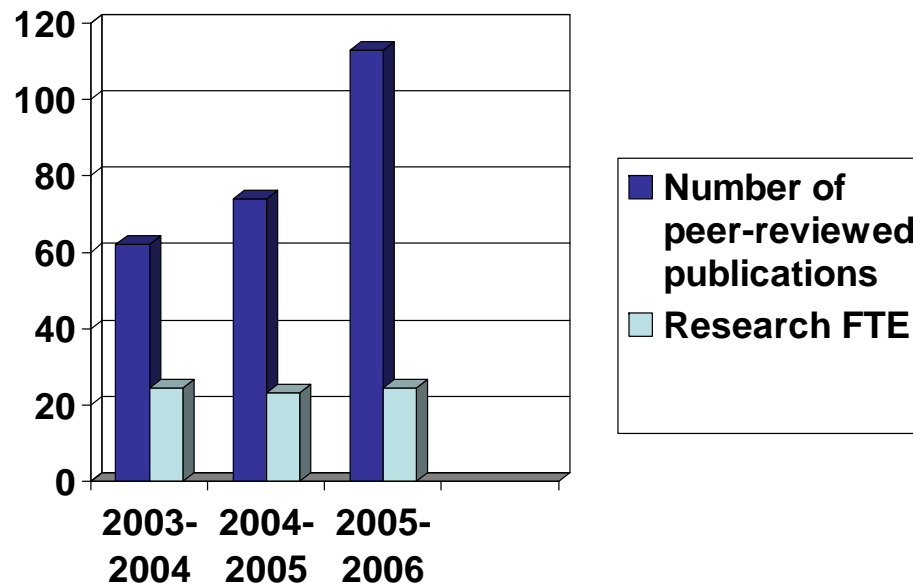
- Objective 1 – Increase the contributions of external constituencies
- Objective 3 – Increase the number of high quality publications by 3% per year
- Objective 5 – Raise salaries of productive faculty
- Objective 6 – Improve teaching effectiveness
- Objective 7 – Achieve financial stability

Academic Programs and Research

- Objective 1 – Increase the contributions of external constituencies
 - Established Dean's Executive Advisory Council
 - Established Trading Room Advisory Board
 - Added or re-established advisory groups for Hospitality and Tourism, Real Estate and Accounting Majors

Academic Programs and Research

- Objective 3 – Increase the number of high quality publications by 3% per year
 - Increased the number of peer-reviewed publications by 82% over 3 years



Academic Programs and Research

- Objective 5 – Improve teaching effectiveness

	Paper SPOT rating of instructor compared to others (1= most effective, 5 = least effective)	2004-2005	2005-2006	Fall 2006
All FAU		2.05	2.12	2.11
All Business	Mean	2.20	2.24	2.27

Increase in alternative delivery modes (distance learning, video-conference) has negatively affected ratings

Began peer review process for more in-depth evaluation of teaching

Academic Programs and Research

- Objective 5 – Raise salaries of productive faculty
 - Have consistently emphasized merit pay over equity
 - Contract constraints limit raises
 - Where feasible and appropriate, will expand merit pay pool

Academic Programs and Research

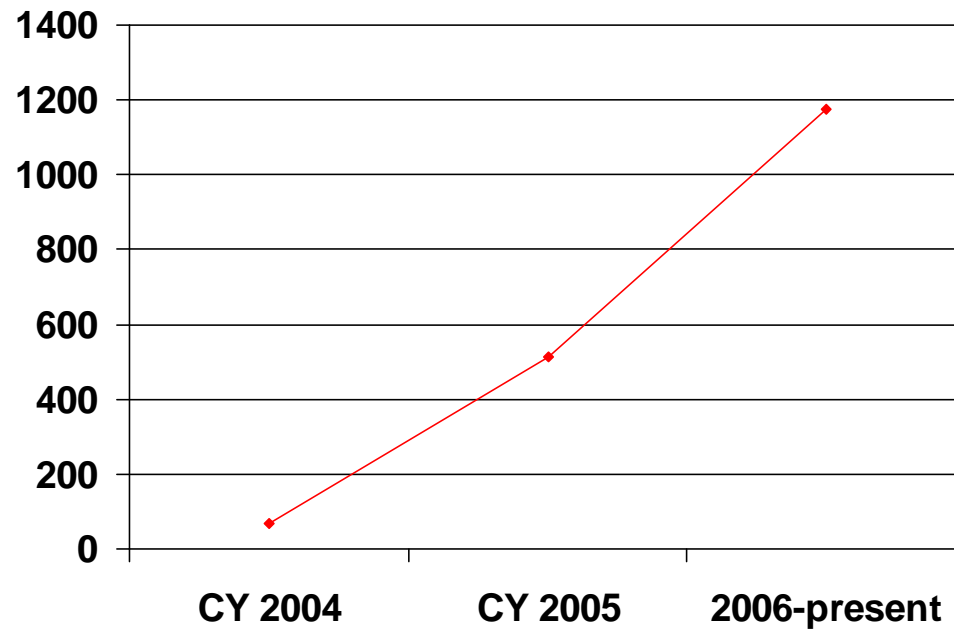
- Objective 7 – Achieve financial stability
 - Raised naming endowment that, when fully funded, will provide operating funds in excess of \$1 million per year
 - Continue to seek outside funding

Goal 4: Community Outreach

- Objective 1 – Increase enrollment in Executive Education courses
- Objective 2 – The Barry Kaye College of Business, and particularly the Department of Industry Studies, will increase connections with the business community

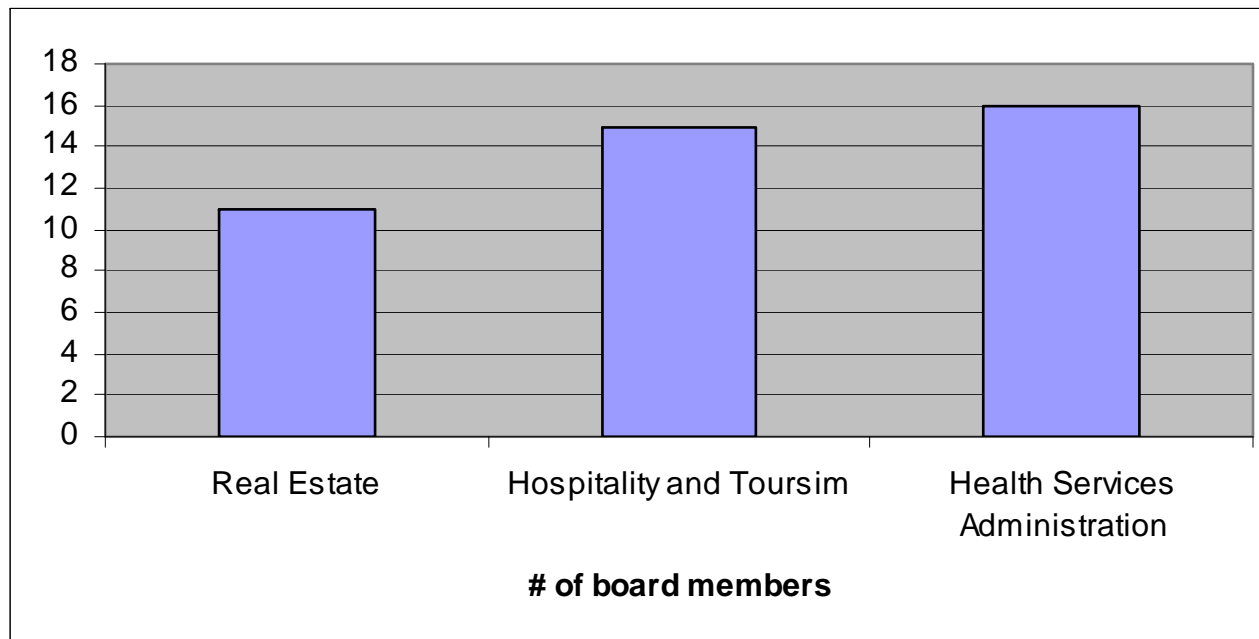
Community Outreach

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Community Outreach

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Looking Ahead

- Assessment
 - ETS
- Academic programs
 - Peer review of teaching
- Workforce needs
 - Collaborate with other colleges
- Research
 - Current knowledge
 - Journal rankings
- Community outreach
 - Strategic Planning Committee