Goal 1: Provide Quality Educational Experiences

- Developed 4 new courses, completed 20 syllabi revisions; revised Programs to incorporate the new general education and comply with Board of Governors’ Policy devoting 60 hours to the major; and integrated business-based problems to use more Excel in real-world problem solving.
- Implemented fully the assessment plan and held 2 Program Retreats which led to 48 changes to the core and 9 changes to the concentration curriculum, learning processes, or assessments (e.g., targets and instruments) and closing the loop in all cases (reassessing to determine if performance changes occurred); conducted ad hoc assessments of student preference of course delivery mode and Clearfield subsessions.
- Implemented changes to the continuous improvement (assessment) processes since implementation of 2013-18 strategic plan including changes to 7 stakeholder assessments and 6 learning outcomes assessments.
- Increased the Accounting and Business combined (58.5% to 66.3%) and individual second-year persistence rates (business - 61% up from 53% and accounting - 82% up from 72%) using such initiatives as a freshmen seminar course, new student social, orientation, learning communities, advising, and increased opportunities for student involvement.
- Increased in-class guest lecturers (31 alumni/business persons) and co-/extra-curricular activities like participation in the following:
  - Advisory Board (11 students; 7 presenters, 4 student Board members)
  - Fall Student Social (for freshmen mentoring) (345 underclassmen participants)
  - Business Plan Competition (8 intents to submit, 5 full submissions)
  - Senior Reception (4 receptions, 153 students)
  - Business Etiquette Luncheon (4 luncheons, 156 participants)
  - Field Trips (42 students)
  - Internships (35 students; 125 MOAs; 7.5% of majors)
  - International Joint Lectures (2 lectures, 77 students)
  - Celebration of Scholarship (429 presenters: 221 posters, 28 oral presentations)
  - ELC experiential learning activities (165 students have served 80 businesses and community groups)
  - PartnerED (371 students, 44 partners)
  - Non-class lectures (4 evening lecturers, 444 attendees)
  - Business Hall of Fame (BHOF) Panel Discussion (2 panels, 198 participants)
  - BHOF Luncheon and Unveiling (13 students)
  - AKPsi Membership (20 members)
  - AKPsi Community Service Hours (27 members, 225 hours)
  - Investment Club (started in 2015 with 30 members managing an investment portfolio)
  - Student Leadership in Program Events [New Student Orientation (15); Accepted Students Day (8); Exploratory Studies Majors Fair (5); Fall Student Social (48); ELC lectures (3 event emcees, 10 students); BHOF panel (4 event emcees, 23 students); BHOF Luncheon and Unveiling (4 presenters), and Zumba-thon (21)].

Goal 2: Recruit, Develop, and Retain Quality Faculty

- Hired two, academically-qualified (AQ), tenure-track faculty; one in Economics and one in International Business which fulfills the ACBSP requirement for an AQ faculty member in each concentration.
- Exceeded ACBSP AQ/PQ standards for credit-hour production with 91% taught by AQ faculty and 100% taught by AQ/PQ faculty.
- Recognized faculty through renewal (9 faculty), promotion (3 faculty), and tenure (2 faculty) processes.
- Support professional development and travel requests funded from operating ($1,806), TLC/FPDF ($5,454), and accreditation ($2,674) budgets.
- Maintained and updated Strategic Plan companion plans (enrollment management, staffing, and strategic plan progress report) to develop course rotation and assure adequate staffing.
- Participated in mentoring program (4 new full-time faculty members received a peer mentor).
- Met goal of 75% faculty participation in one or more scholarly activity and 100% participation in one or more activity with business and industry interaction annually as faculty engaged in 58 scholarly activities and 74 professional development activities including interactions with business and industry.

Strategic Plan (2013-2018) Accomplishments
(as of June 2015)
Goal 3: Promote the Business and Accounting Programs

- Exceeded enrollment targets with 465 head count in spring 2014 end of term and met target of 455 in spring 2015 end of term.
- Placed 13 news releases on accreditation, student social, scholarships, Business Hall of Fame, ELC speakers, and Zumba-thon, and aired video clip on WBRE PA Live Segment (remains on WBRE’s web site) which promoted the Programs’ experiential learning initiatives.
- Updated web site and promotional brochures with admissions each year and met with Admissions staff to discuss all Program changes.
- Advised 19 exploratory studies students which led to about 26% declaring the business major in the first year.
- Followed up with respondents to the alumni survey about their involvement in Program activity and invited 5 new alumni to the Advisory Board.
- Earned full accreditation without notes or conditions; received acceptance of 2014 Quality Assurance Report; and was commended for a best practice for a well written report.
- Implemented all assessments in student stakeholder plan, analyzed and discussed results at Program Retreat, and implemented changes to program and processes.
- Developed case statements for the Capital Campaign in conjunction with the Dean for which the Foundation has begun to solicit donors.
- Logged 126 (in 2014-15) and 80 (in 2013-14) individual University, Department, Community or Professional service activities beyond the department/University activities in which all faculty participate (e.g., open house, curriculum meetings).