

**College of Business**  
**Mission Statement/Strategic Plan/Action Items**  
**CEC Revision: July 10, 2007**

New Mexico State University is a Hispanic serving, land grant institution classified as Carnegie Research University-High Research Activity. The College of Business was founded in 1964 and has been accredited by AACSB since 1973. The accounting programs have been accredited since 1993.

The College of Business consists of five academic departments offering eight different majors (accounting, economics, finance, general business, information systems, international business, management and marketing).

Strengths of the College include a faculty dedicated to students and student learning, a diverse student body and a culture of collegiality which allows us to retain good faculty and staff. Significant challenges are dominated by limited resources, partly resulting from the state's funding formula, along with a number of students poorly prepared for college level work.

**Consistent with the mission of New Mexico State University, the College of Business serves the educational needs of New Mexico's diverse population through comprehensive programs of education, research, and public service.**

**In accomplishing our mission, the College will**

**I. Provide all students, but especially those from New Mexico, access to high-quality professional education programs at the bachelor's, master's and doctoral levels**

A. Promote excellence in teaching and learning

1. Fully implement outcomes assessment program to insure that learning objectives are being achieved
2. Encourage faculty to attend teaching improvement programs such as ITAL
3. Reward excellence in teaching at the graduate and undergraduate levels
4. Provide faculty development funds to promote teaching excellence
5. Support pedagogical research
6. Provide students with access to experiential learning opportunities

7. Review the composite score used in awarding scholarships to insure that excellence in student performance is appropriately weighted
8. Reward student excellence
9. Pursue continuous improvement in all academic programs

B. Offer relevant, dynamic curricula in each business discipline incorporating ethics, diversity, and global business issues

1. Undergraduate and Graduate Committees and relevant departments with graduate programs will review all relevant changes to the curriculum
2. Implement doctorate in economic development
3. Revamp two Management courses under the Tribal Management option
4. Periodically conduct curriculum review to determine the extent of coverage of ethics, diversity, and global business issues
5. Periodically conduct curriculum review to assess currency and quality of each program and each major, minor and specialization
6. Encourage interdisciplinary academic collaborations

C. Maintain AACSB accreditation

1. Establish and maintain written criteria for classifying faculty as “participating” and “supporting.”
2. Establish and maintain written criteria for classifying faculty as “academically qualified” or “professionally qualified” or “other.”
3. Periodically review and update College Mission Statement.
4. Periodically review and update College Strategic Plan.
5. Review scope of accreditation requirements and prepare requests for exclusions where appropriate.
6. Identify peer and aspirant institutions. Collect and consider comparison group data.
7. Create and maintain web page for accreditation information.

D. Establish expectations of ethical behavior for students, faculty, staff, and administrators

1. Develop a statement of expectations that incorporates input from faculty, students, staff, and the Business Advisory Council
2. Satisfy University requirements on conflict of interest, human subjects research, and confidentiality of student, employee and donor records

E. Attract increasing numbers of well-qualified students at all levels

1. Update web pages with information on academic programs
2. Develop tribal management option to attract Native American students
3. Participate in University recruiting events
4. Continue formation of new cohorts of MBA students at remote sites
5. Recruit undergraduate students into graduate programs
6. Participate in graduate recruiting fairs
7. Develop student prospects
8. Advertise academic programs
9. Recruit National Merit Finalists and National Hispanic Scholars

F. Retain a competitive percentage of students to degree completion at all academic levels

1. Support Living Learning Communities in Business and Professional Golf Management
2. Offer a section of UNIV 150 restricted to business students
3. Participate in early alert programs to identify new (to NMSU) students who are having academic problems
4. Publicize and encourage involvement in all student organizations, but especially business student organizations
5. Make early contact with new students at the College and department levels and assign departmental mentors to new students

6. Work with students on probation or suspension to help them to complete their degrees
7. Periodically review College and University data on retention

G. Achieve diversity among faculty, staff and students

1. Develop the tribal management program to attract Native American students
2. Pursue an endowed chair in tribal entrepreneurship
3. Seek candidates for New Mexico minority doctoral program
4. Extend Innoventure to include New Mexico tribes and pueblos
5. Comply with University equal employment opportunity policies and procedures
6. Promote respect and tolerance of different perspectives and cultures
7. Pursue diversity assistantships available from NMSU and other sources

H. Provide access to academic degree programs through distance education modalities

1. Offer on line degree completion program with a major in General Business
2. Offer MBA program at LANL, WSMR, Fort Bliss and Carlsbad
3. Provide technical support for internet based courses
4. Provide incentives for faculty to participate in distance education

**II. Produce intellectual contributions which enhance faculty teaching effectiveness and advance the knowledge and practice of business and management**

A. Recognize and value the wide variety of intellectual contributions that support our overall mission as a land grant, Carnegie research institution

1. Develop and maintain criteria for faculty to be considered academically qualified and professionally qualified
2. Periodically review performance evaluation reports, criteria, and forms and promotion and tenure policies

3. Fully implement and maintain electronic data collection on intellectual contributions and other faculty activities

B. Produce intellectual contributions in the quantity and quality appropriate for a college offering our array of undergraduate and graduate programs

1. Annually provide a junior and senior research award to faculty, including a monetary award
2. Develop a faculty incentive program to encourage publications of quality peer reviewed journal articles
3. Award faculty development funds to enable faculty to develop research skills and attend academic conferences
4. Provide travel funds for faculty to attend academic conferences
5. Communicate research expectations to faculty by publishing and maintaining criteria for academically qualified (AQ) faculty and professionally qualified (PQ) faculty on the College web site, and by publishing a statement of department expectations on promotion and tenure and by discussing with individual faculty annually their status with respect to expectations

### **III. Provide leadership, service, and expertise for public policy, economic, social, educational, and community development, with a focus on New Mexico**

A. Serve industry and students through programs that target specific economic sectors, such as public utilities, entrepreneurship, banking, insurance, the intelligence community and golf and (possibly) hospitality and tourism

1. Maintain the Professional Golf Management program, the Public Utility Center, and the insurance center
2. Develop the College's relationship with the Western States School of Banking
3. Develop internships related to targeted sectors
4. Support the entrepreneurship activities (including Innoventure) of Arrowhead Center
5. Support financial and economic literacy activities

B. Provide public policy analysis as requested by stakeholders

1. Recognize and reward faculty contributions to public policy analysis
2. Support Arrowhead Center and other units within the College that provide public policy analysis
3. Support publication of New Mexico Business Outlook

C. Support commercialization of intellectual property from University research by New Mexico businesses

1. Support Arrowhead Center efforts to commercialize intellectual property, including participation of students and faculty in the MBA capstone course.

D. Facilitate access to four year academic programs for students from New Mexico community colleges

1. Participate and provide leadership in statewide business articulation
2. Continue to promote the degree completion program in general business
3. Work with the Digital Pathways program to promote the tribal management program
4. Participate in University transfer visits to community colleges

E. Encourage faculty to provide service to their professions and to the University, the College and their departments

1. Provide resources to support editorships of academic journals
2. Provide support for faculty involvement in leadership of academic organizations
3. Recognize these types of service through the annual performance evaluation and through annual awards for service
4. Support active involvement in academic organizations

F. Support University-wide cooperative extension and other efforts to facilitate economic development

1. Work with the Vice President for Economic Development on projects as assigned

#### **IV. Provide excellent stewardship of all financial, human, physical and technology resources of the College**

##### **A. Increase financial resources for the College of Business**

1. Department heads and faculty will work with the College development officer to attract funds for the departments and the College
2. Take advantage of opportunities within the University to increase resources for the College
3. Actively seek more grants and contracts
4. Increase communication with alumni
5. Support the efforts of the dean and other University officials to obtain more state funding, including formula funding

##### **B. Develop financial strategies to allocate resources available to the College to support our overall mission (excellence in teaching, research and service)**

1. Obtain input from the Budget, Bylaws and Policy Review Committee on spending priorities
2. Seek input from faculty and staff on department budget priorities
3. College Executive Council will annually review budget requests for building funds, faculty positions and department operating budgets

##### **C. Provide and maintain an aesthetically pleasing physical environment conducive to learning and intellectual activity**

1. Seek donor contributions and University funds to upgrade facilities
2. Maintain a building monitor
3. Seek input from faculty and students concerning building improvements

##### **D. Provide and maintain technology necessary to support teaching, learning and research activity**

1. Support development of computer back-up plan

2. Support periodic upgrades of computer hardware for classrooms, the computer lab, faculty and staff
3. Provide data sets and software necessary for teaching and research
4. Maintain computer lab for business students
5. Provide adequate levels of technology support for faculty and staff