Strategic Planning Committee Year-End Report: December 15, 2008

The committee revised the COB Mission Statement in line with the approved COB Values Statement that was approved 11 April 2008. Pursuant to AACSB Guidelines, the revised COB Mission Statement was reviewed by faculty and stakeholders (presented at the fall 2008 Business Advisory Council meeting). The feedback was positive, and accordingly, the final draft of the Mission Statement will be sent to faculty for final review. The revised statement will then be presented at the spring 2009 COB Convocation for approval. [Final Draft of COB Mission Statement is attached.]

The next objective was addressing the revised COB Strategic Plan and related action items. A working draft dated 11 November 2008 was discussed in line with the COB Mission Statement/Strategic Plan CEC Revisions document dated 13 May 2008. It was decided that faculty input was critical in achieving a working document that was congruent with the adopted Values Statement and revised Mission Statement. The committee would therefore solicit faculty input and work to revise the COB Strategic Plan in spring 2009 and provide a final draft for faculty approval. [Working Draft of the COB Strategic Plan dated 11 November 2008 AND the COB Mission Statement/Strategic Plan CEC Revision dated 13 May 2008 are attached.]

The next item addressed was the need to address COB priorities in line with Strategic Plan Action items. It was agreed that faculty input addressing three important issues to include (1) recruiting, (2) retention, and (3) COB general scholarship funds was needed, and accordingly, feedback would be solicited at the spring convocation to then be addressed during the spring 2009 semester. [Copy of Strategic Plan Action Items 2008-09 is attached.]

Lastly, the committee recognized the importance of the Board of Regents approved Living the Vision document and that the final COB Strategic Plan compliment the spirit and intent of the document. [Copy of approved Living the Vision document is attached.]

PLEASE take some time to review the attached documents and provide your feedback to our committee. We will work carefully to integrate all faculty input to fully reflect consensus in accordance with appropriate and transparent governance. Thanks in advance for your time.

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