### Planning Framework

**Mission**

The College of Business serves the educational needs of New Mexico’s diverse population by providing high quality education, conducting research, and participating in service and outreach within the global community.

- The mission builds on our core values.
- Our intellectual contributions are discipline based, practitioner based, and pedagogically based with greatest emphasis on discipline based research.
- The college embraces necessary goals to provide a quality education from outstanding faculty. These goals are set forth in our Strategic Plan.

**Values**

The COB at NMSU, as a land grant institution with a liberal admissions policy, embraces the following values:

- Maintaining high academic standards resulting in a quality education;

### COB Strategic Plan Goals

**Goal 1:** Provide our students an affordable, high quality education through programs offered at the undergraduate & graduate level where high academic standards are maintained.

- **NMSU BTV 1, 2**

### Current Strategies

A. Promote excellence in teaching and learning.
B. Recruit & retain quality faculty.
C. Offer relevant, dynamic curricula in each business discipline incorporating ethics, diversity & global business issues.
D. Maintain expectations of ethical behavior for students at all levels.
E. Attract increasing numbers of well-qualified students at all levels.
F. Retain a competitive percentage of students to degree completion at all academic levels.
G. Promote respect and tolerance of different perspectives and cultures & seek diversity among faculty, staff & students.
H. Provide access to academic degree programs through distance education modalities.

### Accomplishments

- Established Doctor of Economic Development (DED) program
- Expanded Distance Ed majors to include Marketing
- Supported a MacC graduate student in the Minority Doctoral Loan Assistance Program
- Faculty Council development awards
- Daniels Fund Ethics Initiative (DFEI)
- Teaching Academy participation

**See Strategic Plan Action Items**

### Aspirations

- Raise admission standards for undergraduate & graduate programs.
- Continue to develop students’ critical thinking
- Continue to develop students’ business writing and oral presentation skills
- Increase placement for DED students
- Development of DED student internship relationships and placement
- Strengthen ethics component in the BBA and MBA college programs
- Increase student participation in student organizations, professional activities (e.g., etiquette dinners)
- Support students in-class & one-on-one concerning professional, ethical, behaviors, career awareness

### Indicators

- Assessment of undergraduate & graduate learning outcomes
- Assessment of academic standards
- Cost of SCH
- Feedback from alumni & employers
- Percentage of under-represented faculty, students & staff

### Goal 2:** Produce intellectual contributions which advance knowledge & practice of business & management and produce intellectual

- Recognize & value the wide variety of intellectual contributions that support our overall mission as a land grant, Carnegie research

- **Faculty Council mini-grants**
- **COB research seminars**
- **Revision of P&T guidelines**

- Develop funding for faculty research projects & awards.

- **Number & quality of peer-reviewed & intellectual contributions**
- **Research support for undergraduate &**
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<td>Employing a knowledgeable and diverse faculty committed to teaching contemporary business curricula; Preparing students to meet the challenges in a dynamic global environment; Advancing knowledge by encouraging faculty to engage in a wide range of applied and scholarly research activities; Enabling faculty through their research to maintain currency in the classroom, to advance knowledge in their respective disciplines and to garner their peers’ respect and recognition; Supporting faculty involved in multi-dimensional service activities for our students, our institution, and our respective professions; Providing students with an excellent education at a</td>
<td>contributions that enhance faculty teaching effectiveness. NMSU BTV 3</td>
<td>institution. B. Produce intellectual contributions in the quantity &amp; quality appropriate for a college offering our array of undergraduate and graduate programs.</td>
<td>• Use of Fulton Chair funds to recognize peer-reviewed journal articles See Strategic Plan Action Items</td>
<td>- Develop, promote &amp; grow certificate programs across disciplines. - DFEI: Provide training and ethics awareness to county &amp; public officials, businesses - Use social media for outreach to alumni, recruiters, classroom delivery</td>
<td>- Promotion of &amp; attendance at Domenici Institute conferences, forums, activities - Arrowhead Center programs’ outreach to schools, alumni, small business, technology/DOD</td>
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<td>Goal 3: Provide leadership, service, &amp; expertise for economic, educational, public policy &amp; community development with a primary focus on New Mexico. NMSU BTV 3, 4, 6</td>
<td>A. Serve industry &amp; students through programs that target specific economic sectors, such as public utilities, entrepreneurship, banking, insurance, the intelligence community &amp; golf and (possibly) hospitality/tourism. B. Provide public policy analysis as requested by stakeholders. C. Support commercialization of intellectual property from university research by New Mexico businesses. D. Facilitate access to 4-year academic programs for students from New Mexico community colleges. E. Encourage faculty to provide service to their professions and to the university, the college &amp; their departments. F. Support university-wide cooperative extension &amp; other efforts to facilitate economic development.</td>
<td>• Domenici Institute - Maintain programs &amp; centers - Continue to provide NM Business Outlook &amp; economic forums - Continue support Arrowhead Center &amp; small business development See Strategic Plan Action Items</td>
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<td>reasonable cost; • Acknowledging our commitment to involvement through faculty, staff and student interactions in local, state and national organizations and our global community.</td>
<td>Goal 4: Provide excellent stewardship of all financial, human, physical &amp; technology resources of the College. <em>NMSU BTV 1, 3, 5, 6, 7</em></td>
<td>A. Increase financial resources for the COB. B. Develop financial strategies to allocate resources available to the college to support our overall mission (excellence in teaching, research &amp; service). C. Provide &amp; maintain an aesthetically pleasing physical environment conducive to learning &amp; intellectual activity. D. Provide &amp; maintain technology necessary to support teaching, learning &amp; research activity.</td>
<td>• Continue Hall of Fame/Traders Awards • Funded college professorships • Developed technology/media support: BC Lab/computer classrooms • Awarded $1.25 million over five years to develop a principle-based ethics program See Strategic Plan Action Items</td>
<td>• Provide stewardship of sustainability resources for the COB • Attain adequate graduate assistant funding • Obtain permanent funding for DED summer program (seminars with outside speakers, etc….)</td>
<td>• Funded support of programs • Volume of funds donated annually • Investments in technology • Sustainability outcomes</td>
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