SMAC Report Spring 2014 Convocation

COB SMAC Report: Fall 2013

SMAC Members

Richard Oliver (ACCT/IS)
David Daniel, Chair (ECON/AST/IB)
Rich Fortin (FIN/BLAW)
David Boje (MGT)
Collin Payne (MKTG)
Renee Brown (Staff)
Kathy Brook (Dean’s Office – Ex-officio)
Liz Ellis (Dean’s Office – Ex-officio)

College Goals

SMAC had little activity in the Fall 2013 semester, meeting only once. Discussion mainly focused on what it means to have aspirational or transformational goals for the college, as was suggested by the AACSB visitation team. SMAC still needs to do a follow-up visit within departments for further ideas that may qualify as aspirational or transformational goals.

Strategic Management Plan (SMP) Supporting Activities

As SMAC members had previously found it exasperating to help in the process of completing the SMP supporting activities form, SMAC had been in discussions about how to improve the process. Over the summer, Renee Brown compiled a report on supporting activities for the 2012–2013 academic year. The report was impressive, but the time involved was very substantial. It is unclear to SMAC members as to whether compiling such a report is necessary for AACSB given the cost. SMAC will continue looking into the possibility of having faculty use an electronic entry form to report activities that would go in the SMP supporting activities form.

If any faculty members have thoughts on the strategic management of the college, or the process, please contact either the SMAC chair or your department’s SMAC member.