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 next 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 was sent to faculty for final review. The revised statement was then presented at the spring 2009 COB Convocation whereupon it was approved.

Next, the committee addressed 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 will be important. Accordingly, the committee will continue work on the COB Strategic Plan Action Items as we revise the strategic plan in line with the recently adopted COB Mission Statement in the 2009-2010 academic year.

On May 12, 2009, the committee provided Dean Carruthers recommendations consistent with the COB Strategic Plan in preparation for the Dean’s Living the Vision presentation at the July 2009 Regent’s meeting.
To: Dean Garrey Carruthers

From: Strategic Planning Committee - College of Business
William Smith - Chair

Subject: Strategic Planning Committee Recommendations

The Strategic Planning Committee in its meeting on May 12, 2009, made the following recommendations on funding categories having the greatest potential for improving the quality and performance in the College of Business, vis a vis NMSU, the COB and its peer institutions as set forth in the Living the Vision Documents:

1. In an effort to promote excellence in teaching and learning we need to retain existing faculty by providing competitive salaries commensurate with our peers.


2. Improve faculty effectiveness and performance in the class room by providing smaller class sizes where appropriate.

   Reference: Goal 1 Objective B (2): Improve the ratio of faculty salary to student credit hour (SCH) production by adding more faculty lines.

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

   Reference: Goal 1 Objective F (1): Increase 6 year graduation rate currently at 52% by 1% per year over the next six years by implementing a combination of increased enrollment standards and recruiting efforts.

4. Attract increasing numbers of a well-qualified and diverse student body at all levels.

   Reference: Goal1 Objective E (1): Increase first year retention rate currently at 60% by 1 % per year over the next 5 years by requiring all freshmen to enroll in BUSA 111 and increase the number of sections offered and decrease the number of students in each section.
Goal 1 Objective E (2): Increase COB yield rate currently at 52% by 1 % per year over the next 5 years by raising current admission standards and following up with those students who are accepted.

Goal 1 Objective E (3): Hire a full-time COB recruiter to organize and implement the increased retention and admission efforts.