Strategic Plan

Goal 1: Provide our students an affordable, high quality education through programs offered at the undergraduate and graduate level where high academic standards are maintained.
A. Promote excellence in teaching and learning.
B. Recruit and retain quality faculty.
C. Offer relevant, dynamic curricula in each business discipline incorporating ethics, diversity, and 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 and seek diversity among faculty, staff and students.
H. Provide access to academic degree programs through distance education modalities.

Priority Items for 2010-11

1. Develop a plan to improve the quality of students admitted to graduate programs.
   - Seek stable funding for GA’s in the doctor of economic development program.
   - Review and revise MBA admission requirements including establishing a policy concerning completion of some proportion of the background knowledge courses prior to admission to the MBA.
   - Seek stable funding for remote site MBA programs.

2. Periodically review the curriculum to determine the extent of coverage of ethics, diversity, and global business issues (or implement curriculum changes based on continuous review of curriculum coverage).
   - Develop curricula in ethics for Daniels Fund initiative.
   - Ask faculty task force to offer recommendations on reducing academic fraud in face-to-face and online courses.
   - Increase visibility of international activities by students and faculty.

Goal 2: Produce intellectual contributions which advance knowledge and practice of business and management and produce intellectual contributions that enhance faculty teaching effectiveness.
A. Recognize and value the wide variety of intellectual contributions that support our overall mission as a land grant, Carnegie research institution.
B. Produce intellectual contributions in the quantity and quality appropriate for a college offering our array of undergraduate and graduate programs.

1. Develop a plan to encourage publications of peer reviewed journal articles, increase aggregate production of such articles, and promote a culture of intellectual growth.

Goal 3: Provide leadership, service, and expertise for economic, educational, public policy and community development with a primary 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

1. Promote participation in public policy analysis and outreach.
Strategic Plan Priority Items for 2010-11

(possibly) hospitality and 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 four-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 and their departments.
F. Support university-wide cooperative extension and other efforts to facilitate economic development.

Goal 4: Provide excellent stewardship of all financial, human, physical and technology resources of the College.
A. Increase financial resources for the College of Business.
B. Develop financial strategies to allocate resources available to the college to support our overall mission (excellence in teaching, research and service).
C. Provide and maintain an aesthetically pleasing physical environment conducive to learning and intellectual activity.
D. Provide and maintain technology necessary to support teaching, learning and research activity.

1. Develop financial strategies to support the other goals.

Other Priorities to be Tracked by CEC
1. Continue outcomes assessment program with an emphasis on improving learning outcomes.
2. Publicize and encourage involvement in all student organizations, but especially business student organizations.
3. Target and recruit students who could benefit from online degree completion programs in business.
4. Expand online degree completion program with majors in General Business and Marketing.