

Strategic Plan 2020 – 2025

Strategic Initiative 1: “Create Your More” Engagement			
Goal	Objectives	Tactics	Measures of Success
1. Foster student success through engaging curricular and co-curricular life-changing experiential learning opportunities that leverage the College’s powerful network of our business/community partners.	<p>1.1 One hundred percent of our students have opportunity to participate in real-life classroom projects, internships, and/or co-curricular activities that address critical business or societal challenges.</p> <p>1.2 One hundred percent of our faculty engage in supporting student success, disciplinary advancement, and/or community service.</p> <p>1.3 Community Leadership Advisory Board meets twice annually, and Disciplinary Boards meet annually.</p>	<p>Collaborate with our strategic business and community partners to provide opportunities for experiential learning opportunities for students.</p> <p>On-campus Corporate Days</p> <p>Career/job fairs, internship fairs</p> <p>Faculty promote student organization participation.</p> <p>Develop global study promotion materials and support students with scholarships.</p>	<p>1.1 Number of students participating in:</p> <p>a) meaningful business/community classroom projects addressing critical business or societal challenges.</p> <p>b) internships or jobs that connect the classroom to business.</p> <p>c) COB student organizations.</p> <p>d) study abroad and travel studies.</p> <p>1.2 Percentage of faculty reporting significant engagement activities.</p> <p>1.3 Number of advisory board meetings.</p>
Strategic Initiative 2: Impactful Intellectual Contributions			
2. Increase the quality and impact of the College’s portfolio of Intellectual Contributions.	<p>2.1 Forty percent of the College’s portfolio of peer reviewed journal articles will be in A/B rated journals.</p> <p>2.2 Fifty percent of the IC portfolio will be Pedagogical Scholarship.</p> <p>2.3 Publish two PRJ in recognized accounting journals for each faculty delivering graduate courses.</p>	<p>2.1 Policy revision for Scholarly Academic Qualification and Research Reassign Time – relevant to teaching and eliminate predatory journals.</p> <p>2.2 Publicize faculty research accomplishments through social media and local presentations ‘More Scholarly Research’.</p> <p>2.3 Support faculty in developing teaching and learning scholarship.</p>	<p>2.1 Percentage of PRJ published in A/B journals.</p> <p>2.2 Number of faculty research presentations and social media postings.</p> <p>2.3 Percentage of College’s portfolio of IC that are classified as Pedagogical.</p> <p>2.4 Number of PRJ in quality accounting PRJ.</p>

Strategic Initiative 3: Sales Education Leadership			
<p>3. WSU’s College of Business nationally recognized Strauss Center of Sales Excellence seeks to make an impact in our students’ careers, employers and society through engaging and innovative classroom and co-curricular sales education.</p>	<p>3.1 Fifty students annual participation in sales competitions.</p>	<p>3.1 Recruit and prepare students for sales team competition.</p> <p>3.2 Succession plan for two faculty searches for Director of Sales Center and SA sales faculty.</p>	<p>3.1 Number of students participating in sales team competitions.</p> <p>3.2 Filling the two faculty sales positions.</p>
Strategic Initiative 4: Entrepreneurship in Action			
<p>4. Develop a culture of innovation and creativity that encourages and supports all WSU students’, faculty, staff, and community’s entrepreneurial ideas and to actively support Winona’s start-up ecosystem.</p>	<p>4.1 Enroll 25 students in the entrepreneurship minor and 5 students in the certificate per year.</p>	<p>4.1 Develop a succession plan to hire one faculty dedicated to supporting and building the entrepreneurship program.</p> <p>4.2 Support WSU and the COB effort to develop community-wide entrepreneurship opportunities through the StartUp Winona program.</p> <p>4.3 Create entrepreneurship advisory board that includes a cross section of students, faculty and community members.</p> <p>4.4 Market Entrepreneurship Certificate and mentorship opportunities across campus, the community, and the region.</p>	<p>4.1 Hired faculty in entrepreneurship.</p> <p>4.2 Faculty, students community and advisory board participating in entrepreneurship development.</p> <p>4.3 Number of students mentored in their own startup ventures or working with startups, entrepreneurs, or small businesses.</p> <p>4.4 Enrollment in Entrepreneurship Certificate and minor.</p>
Strategic Initiative 5: Expand Programs Targeting Adult Learners			
<p>5. Create and deliver Master of Professional Accounting program that</p>	<p>5.1 Enroll 20 students per year entering the MPA program.</p>	<p>5.1 Recruitment effort at WSU, WSU-Rochester and throughout our region.</p>	<p>5.1 Number of students enrolling in the MPA and BUSO/HRMO programs.</p>

<p>prepares students for professional and personal fulfillment.</p> <p>Expand and enhance online degree programs in Business Administration and Human Resources</p>	<p>5.2 Enroll 50 students per year in the BUSO/HRMO programs.</p>	<p>Targeting employers with tuition reimbursements programs.</p> <p>5.2 Provide specialized advising and early registration for cohorts to ensure course availability and on-time completion.</p>	
--	---	---	--