



COLLEGE OF BUSINESS

Strategic Plan 2017-2022

Vision, Mission and Core Values

Vision

We create life-changing intellectual and educational opportunities for our students and faculty, leveraging relationships among the university, alumni and the business community to help build a better society through the creation of ethical, sustainable business solutions.

Mission

We seek to be recognized as a leader among public business schools, expanding the boundaries of business knowledge and providing exceptional educational experiences for our students.

We Value:

Engagement and Impact

- Within our academic disciplines
- With our students and their careers

- Within the business and university communities
- With our alumni

Excellence

- In our scholarship
- In our teaching
- In our service
- In our relationships

Integrity

- In our leadership
- In our fiscal obligations
- In our teaching and scholarship
- Among our students

Community

- In our respect for and support of each other
- In our support of the greater university community
- In our connection to the FSU alumni network
- In our impact on society at large





GOAL 1

Provide undergraduate and graduate students with an exceptional learning experience, meaningful engagement with industry, and meaningful preparation for successful careers

Strategy 1.1

Offer innovative, engaging and rigorous learning experiences

- Improve aggregated scores for the “Overall course content rating” student evaluation measure
- Maintain aggregated grade point averages at levels that signify adequate rigor

Strategy 1.2

Foster a culture where excellent teaching is expected

- Improve aggregated scores for the “Overall instructor rating” student evaluation measure

- Increase the number of college, university, and national teaching awards won by faculty
- Foster aspirations of excellence through the creation of a Faculty Hall of Fame

Strategy 1.3

Provide meaningful industry immersion experiences that prepare students for successful careers

- Increase the percentage of students who do internships
- Increase the total number of internships performed by students
- Improve the number of industry immersion activities (networking events, field trips, case competitions, doctoral symposia, other team competitions) available to students

Strategy 1.4

Enhance student connections to industry leaders and well-placed alumni

- Increase the number of industry executives and other industry visitors who speak in courses

- Increase the number of well-placed alumni who speak in courses
- Increase the number of high profile academic leaders who visit campus, give research presentations, and career advice

Strategy 1.5

Give students exposure to global and multicultural perspectives

- Increase the number of students who study abroad
- Increase the number of faculty who teach abroad
- Improve the number of students who participate in international immersion trips
- Improve the number of students who take courses via international exchange agreements
- Improve the breadth of diversity and inclusion topics in courses

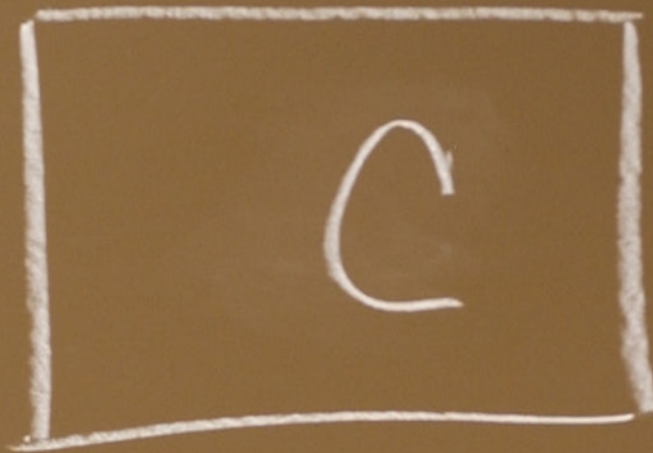
- Increase the number of doctoral students who attend international conferences and do research overseas

Strategy 1.6

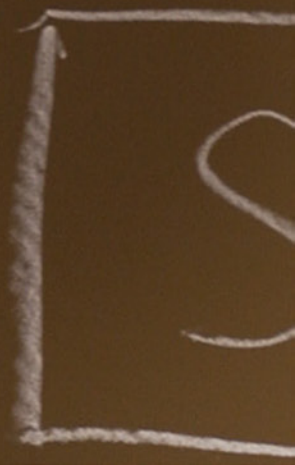
Provide graduates opportunities for excellent job placement

- Increase job placement percentage upon graduation
- Improve average salaries upon graduation
- Increase the number of corporate networking opportunities provided by the college
- Increase the number of Ph.D. students who achieve placements at peer or aspirant universities





CAREER
MADE





GOAL 2

Provide faculty and doctoral students with the resources for, and create a culture consistent with, being a preeminent business school

Strategy 2.1

Foster a culture where premier scholarly research is the norm

- Define premier journals across the college in a way that is consistent with preeminent universities
- Increase the number of scholarly articles submitted and published annually in premier journals
- Develop a college-wide system for one-time bonuses paid for publications in premier journals

- Increase the number of premier journal articles required for promotion to associate and full professor with tenure within each department
- Increase the number of highly regarded and premier journal articles that are co-authored by doctoral students

Strategy 2.2

Provide faculty and doctoral students with the tools and resources necessary to produce research in premier outlets

- Decrease the average course load for faculty who publish premier research
- Cover all fees related to submitting articles to premier scholarly journals
- Increase the number and amount of summer research grants available to research active faculty
- Increase the number of full pay (or internal) sabbaticals available to research active faculty

- Encourage centers to support faculty and doctoral student research
- Work to increase salaries, professorships, and research chairs to support highly research active faculty
- Continue to offer doctoral students stipends and other financial support that compare favorably with peer and aspirant universities

Strategy 2.3

Enhance the college's visibility and reputation for excellent scholarship

- Increase the number of faculty who are invited to present research at other universities, at high profile research conferences, and at other distinguished scholarly events
- Increase the number of scholars who visit the college (short- or long-term) to present research and take part in distinguished scholarly events
- Increase the number of research symposia and other research events that occur in the college

- Increase funding for faculty travel to significant scholarly conferences
- Increase support for faculty who take on editorial roles at premier scholarly journals or who play key leadership roles in high profile research conferences and scholarly associations
- Increase the citation counts of faculty research, both in scholarly work and in the business press
- Increase the number of faculty who win national and international research awards and honors
- Increase the number of doctoral students who participate in high profile conferences and symposia

Strategy 2.4

Develop a comprehensive, college-wide strategy for recruiting and retaining highly productive faculty

- Develop a consistent model for the recruitment of tenure-track and specialized faculty



- Leverage development activities to increase available funding dedicated to the recruitment and retention of highly productive faculty
- Develop a systematic plan to retain mission-critical faculty

GOAL 3

Create an environment that encourages alumni and corporate engagement

Strategy 3.1

Increase faculty and student involvement with alumni

- Improve connections across the various boards within the college
- Require department chairs (or designees) to attend meetings of the college's Board of Governors and Recent Alumni Board
- Create a Dean's Council of chairs from the college's various boards

- Increase the number and participation of alumni events at regional, state and national levels
- Further engage alumni through the Faculty Hall of Fame
- Increase department communications with alumni
- Establish quarterly newsletters for all departments and centers
- Increase participation in social media

Strategy 3.2

Increase student mentoring activities

- Increase participation in the Professional Mentorship Program (PMP)
- Increase the number of and participation in job shadowing, networking and mentorship opportunities
- Strengthen the quality of alumni representatives in the Regional Representative Program
- Strengthen ties to successful masters' and doctoral student alumni





Strategy 3.3

Increase recognition of undergraduate, masters' and doctoral alumni accomplishments

- Increase alumni campus visits
- Create departmental speaker series for prominent alumni
- Increase the recognition of alumni accomplishments in the Inside FSUBiz newsletter
- Utilize wall displays, electronic signage, the website and social media to enhance recognition of prominent alumni
- Better promote Hall of Fame inductees and involve them more in the college
- Consider adding an award to recognize prominent non-business alumni
- Consider including highly accomplished doctoral student alumni in the Hall of Fame

Strategy 3.4

Increase engagement activities with the business community

- Increase faculty and staff interactions with the business community outside of the university
- Pay for faculty and staff to join the Chamber or other industry associations
- Establish a summer faculty internship program
- Encourage faculty and staff to participate in external groups and associations
- Establish the Seminole 100
- Increase student interactions with the business community outside of the university
- Leverage the new corporate relations coordinator position to enhance corporate relationships
- Expand Business Bash to include additional employers
- Consider adding new conferences that bring students and companies together
- Increase funding for student travel to industry conferences
- Engage students in the activities of the Jim Moran Institute

GOAL 4

Secure the financial resources necessary to move farther down the path toward becoming a preeminent business school

Strategy 4.1

Increase the number and size of gifts from alumni and friends

- Develop and disseminate a clear vision of why it is important for the college to think, act and perform like a preeminent business school and why private gifts are essential to us getting there
- Leverage the Recent Alumni Board to establish incentives that encourage students and recent alumni to give back to the college
- Establish a recognition program for alumni and friends who support the college (e.g., Rovetta Society)
- Create a call to action on top funding priorities that are essential to achieving preeminence
- Utilize department chairs and key faculty to share the college's vision and tighten connections to alumni groups and friends

Strategy 4.2

Increase the number and size of gifts from corporations and foundations

- Increase the number of corporate and foundation partners that financially support programs, departments, and centers
- Establish college-wide incentives for cultivating corporate gifts (e.g., priority for speaking in classes, early notification of events, early access to student resumes/recruiting efforts)
- Increase the number and size of financial resources coming from executive education programs
- Recognize highly engaged corporations in the Inside FSUBiz newsletter

Strategy 4.3

Increase external research funding

- Increase the number and size of financial resources from funded research
- Develop an incentive system to encourage faculty and doctoral students to pursue funded research opportunities
- Identify the external entities that are most likely to support scholarly research in business and develop and disseminate best practices for securing funding from them





- Give credit for promotion, tenure and merit to faculty who successfully pursue funded research
- Develop a special recognition program for externally funded research that is published in premier scholarly outlets

Strategy 4.4

Responsibly grow and effectively utilize funds derived from online programs

- Invest funds from online courses in the staff, graduate assistants, and faculty necessary to deliver exceptional online experiences
- Implement a comprehensive, college-wide strategy to support best practices in online teaching
- Limit online courses to the college's most engaging and responsive faculty and teaching assistants
- Offer incentives and rewards for faculty who deliver exceptional online learning experiences
- Develop a systematic, uniform delivery system and course content style for all online courses
- Set and attain a goal of having student experiences in online courses exceed those of large-lecture, face-to-face courses
- Develop and disseminate to students the reasons why online courses are necessary and what the college is doing to maximize their online experiences

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