



College of Business

2020 Fall Update with the President and Provost

K-STATE
2025

KANSAS STATE
UNIVERSITY

Strategic Plan Elements

Reinventing Student Experiences

- Reinvent Educational Approach
- Encourage a Global Mindset

Expanding External Collaborations

- Collaborate with the Business Community
- Influence Business Practice and Knowledge

Strengthening Foundations for Enterprise Sustainability and Growth

- Build Professional Organizational Culture
- Achieve Financial Security
- Improve Student Recruitment, Retention, Graduation, and Placement
- Launch Strategic Communication and Marketing Initiative

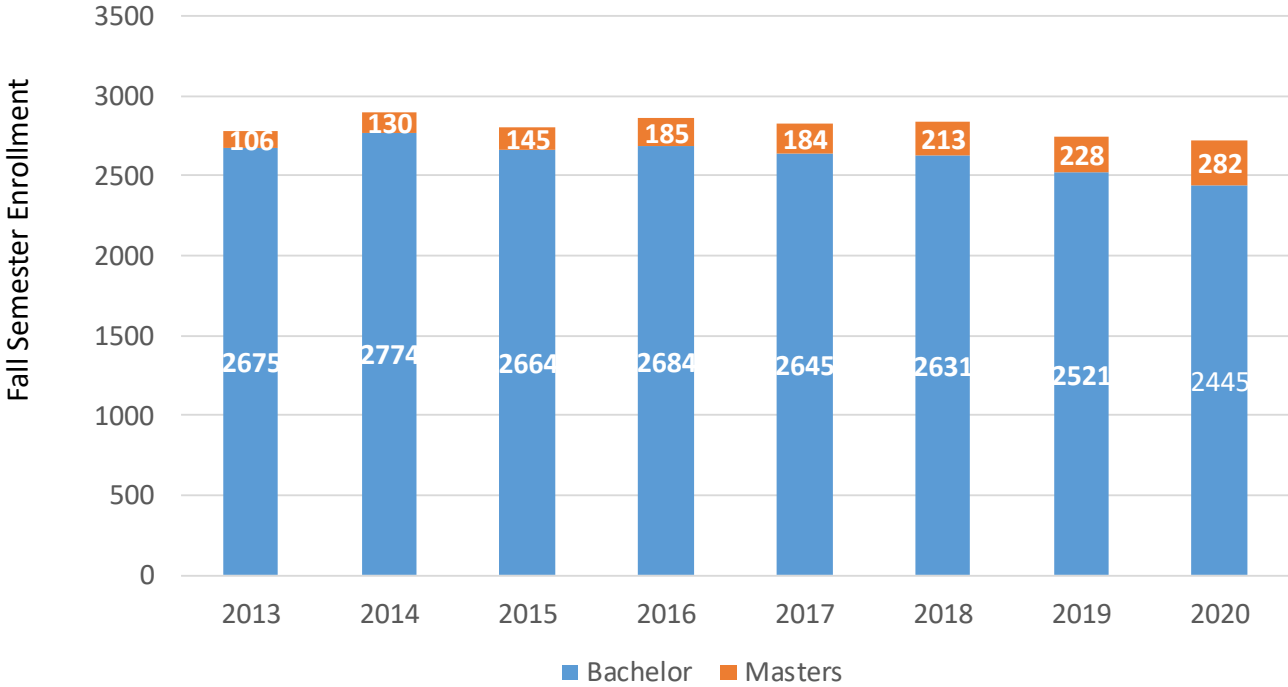


Selected Accomplishments

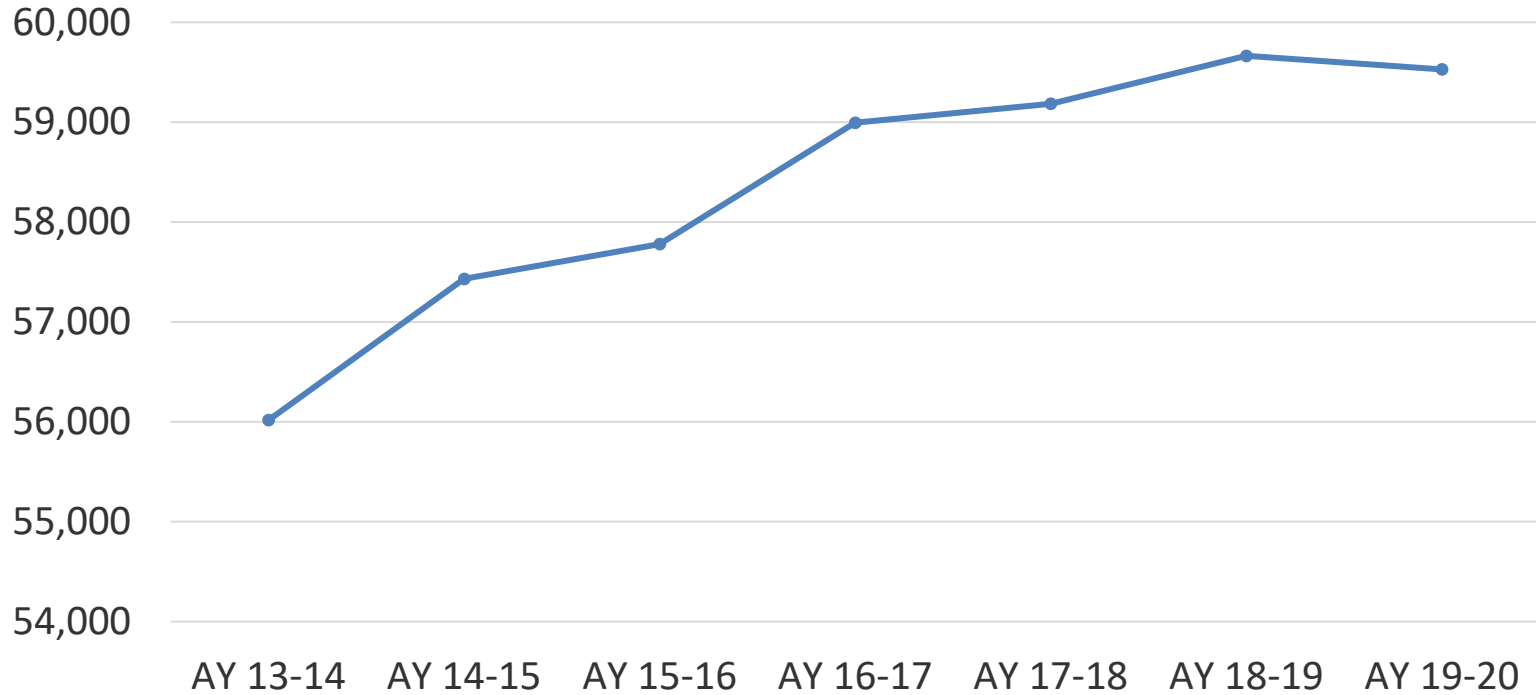
- Graduated a record number of students (867) from the Business College in AY19-20.
- Taught the second highest number of credit hours in the history of the Business College
- Surpassed our Innovation and Inspiration Campaign goal with \$154 million raised in gifts, pledges, and deferred commitments.
- Achieved the highest 4 year graduation rate (56.1%) in history of Business College.
- Created the Menard's Scholars program for freshmen
- Established the Center for Financial Analysis

Key metrics

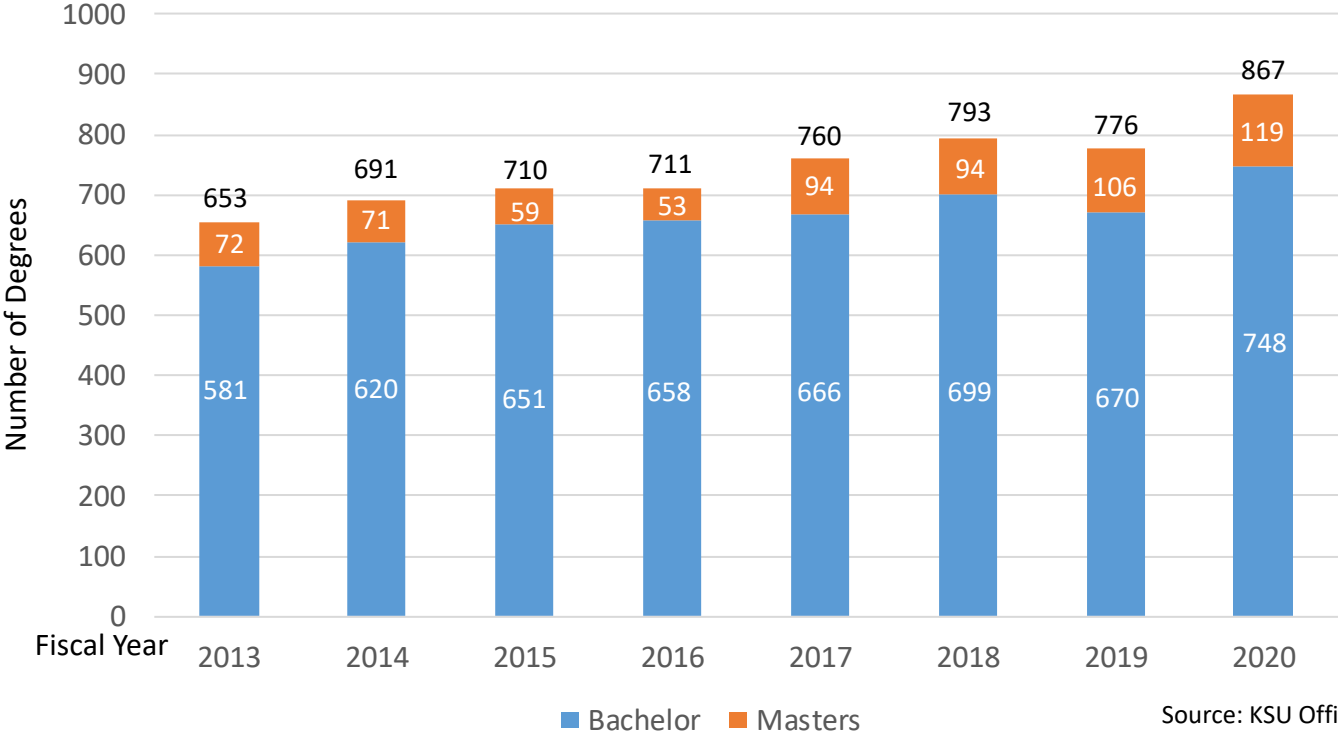
College of Business Enrollment



Student Credit Hours taught by Business College



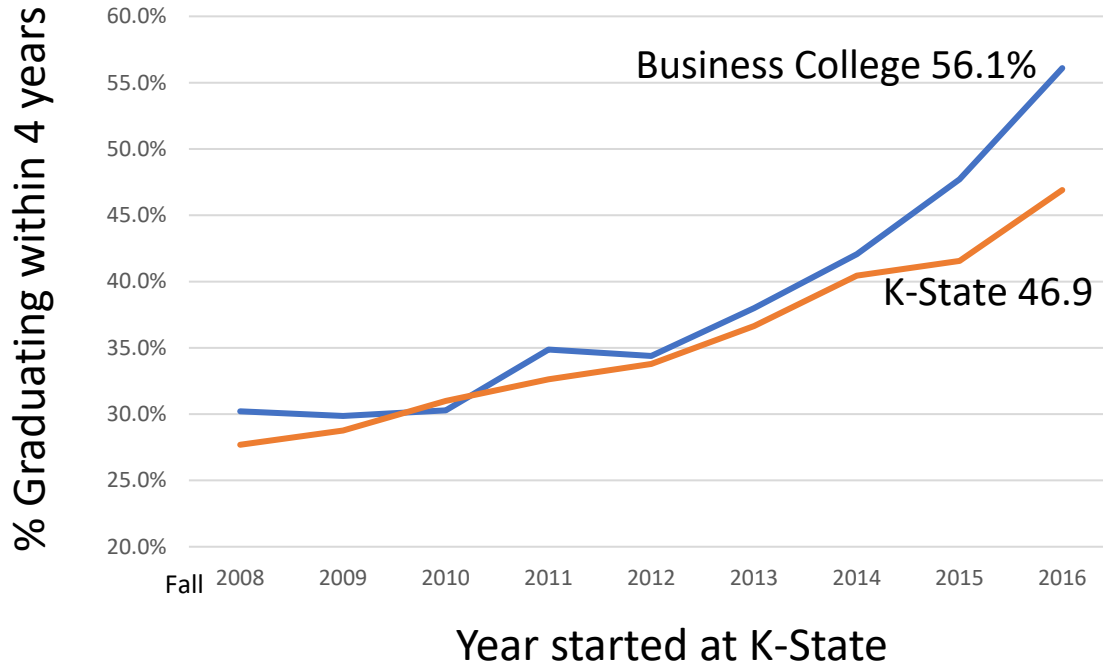
College of Business Degrees Conferred



Source: KSU Office of Planning and Analysis



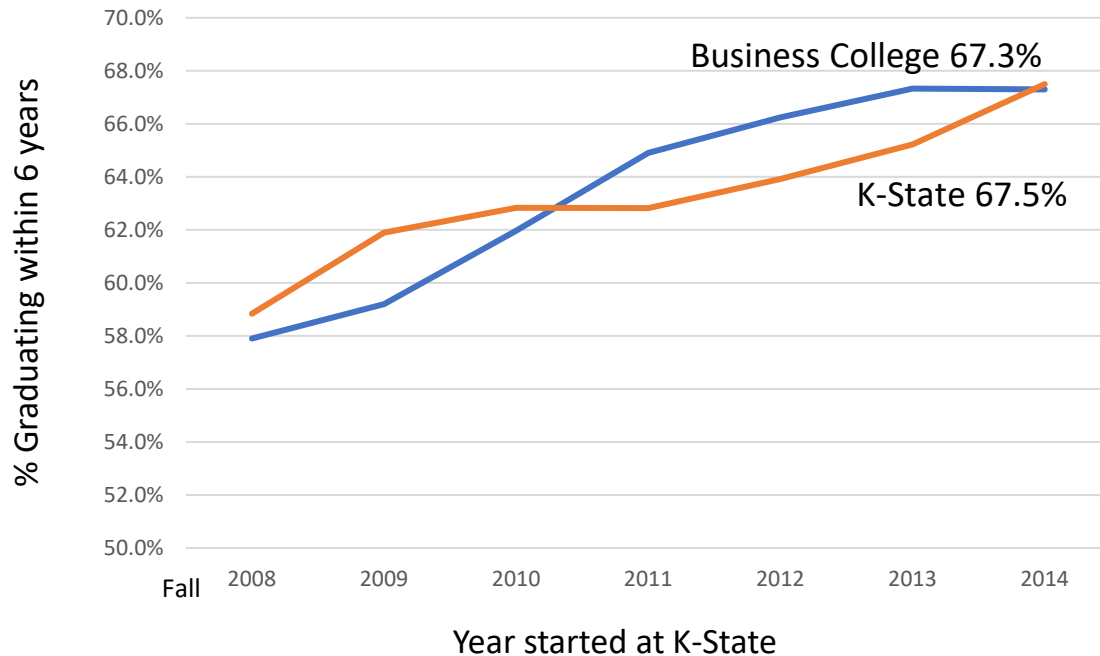
4-Year Graduation Rate by Cohort Year



Interpretation: 56.1% of the CBA students that started in fall 2016 graduated within 4 years (by August 2020)

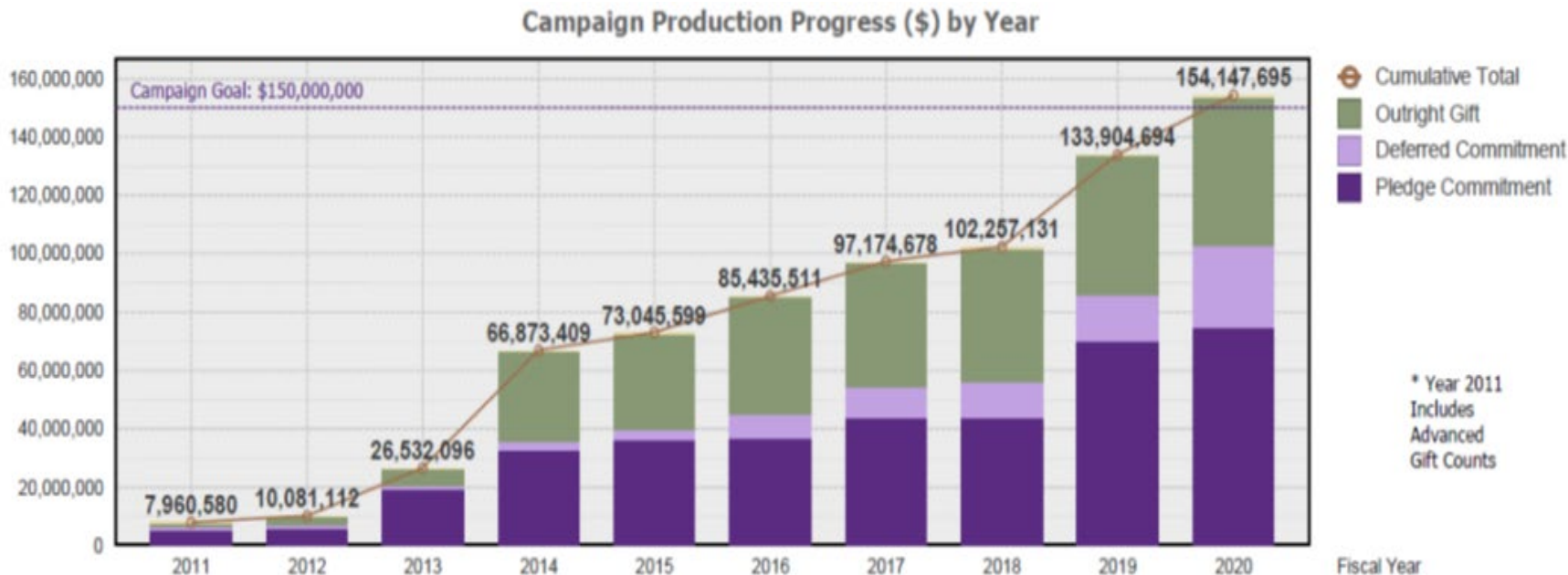


6-Year Graduation Rate by Cohort Year



Interpretation: 67.3% of the CBA students that started in fall 2014 graduated within 6 years (by August 2020)

Innovation and Inspiration Campaign Progress



College of Business Surpassed our \$150 Million campaign goal

Key Priorities

- **Adult Learner Market Opportunities.** Assess, and where appropriate, work to expand our credit and non-credit educational offerings to an adult learner market.
- **New Student Recruitment.** Advance and improve recruiting efforts within the College of Business at undergraduate and graduate levels.
- **Research.** Support faculty research productivity in the College of Business including more emphasis on grant writing activity.
- **Diversity and Inclusion.** Create more opportunities to recruit students, faculty, and staff of color. Promote an environment of inclusion.
- **Career Programs.** Support and grow our career development program including increased student participation in our executive mentor and career coach areas.

Key Priorities

(continued)

- **Development.** Continue fundraising efforts for the College to meet annual goals, double the Business College endowment, and complete business building fundraising.
- **Corporate Engagement.** Champion efforts to increase and improve the quantity and quality of engagement with corporate partners in support of increased educational quality and research opportunities.
- **AACSB Accreditation.** Prepare the college for our next evaluation team visit and self-report document.
- **Enhancing Undergraduate and Graduate Education.** Develop innovative programs to enhance the undergraduate educational experience. Continue to grow our graduate program enrollment while exploring new graduate degree offerings.
- **Strategic Plan.** Continue to implement, and revise where necessary, the current college strategic plan. Oversee the creation and implementation of an updated Business College 5-year strategic plan for 2023 implementation.