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 Degrees Conferred

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Bachelor 653, Masters 72</td>
</tr>
<tr>
<td>2014</td>
<td>Bachelor 691, Masters 71</td>
</tr>
<tr>
<td>2015</td>
<td>Bachelor 651, Masters 59</td>
</tr>
<tr>
<td>2016</td>
<td>Bachelor 658, Masters 53</td>
</tr>
<tr>
<td>2017</td>
<td>Bachelor 760, Masters 94</td>
</tr>
<tr>
<td>2018</td>
<td>Bachelor 793, Masters 94</td>
</tr>
<tr>
<td>2019</td>
<td>Bachelor 776, Masters 106</td>
</tr>
<tr>
<td>2020</td>
<td>Bachelor 867, Masters 119</td>
</tr>
</tbody>
</table>

Source: KSU Office of Planning and Analysis
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.