

CBA Strategic Plan Document (version 2/1/18)

Strategic Planning Process

While the overall mission has proven to be a major guiding force in the college direction, a strategic plan is needed to provide more detailed directions for the college as CBA moves forward with the mission. Therefore, during the summer of 2017, the College of Business Administration initiated the CBA strategic planning process by forming a task force during the summer. The task force led by the Associate Dean, consists of various stakeholders from CBA departments, UWL Alumni Association, College of Science and Health, CBA Advisory Board, and La Cross business community (see Appendix 4.9). The task force was able to solicit from the inputs of various stakeholders in the task force producing a draft of the plan by the start of Fall semester 2017. The plan is not “complete” or “polished.” So currently the taskforce is in the process of soliciting and receiving feedback and input from the rest of the college. For that purpose, Chairs of each department and the Director of the SBDC have been requested to guide a conversation on the plan in the department. That phase of the process is expected to be completed by early 2018 with a vote on the strategic plan by the end of Spring 2018 semester.

Vision Statement #1 (Diversification): Increase the diversity of UWL CBA student population including: age, gender, career, ethnicity and race and enhance diverse experiences for our CBA students.

Goals or Potential Action Steps

1. Educate the campus community to acknowledge and appreciate differences in backgrounds, genders, age, ethnicities, cultures, and beliefs.
 - Organize workshops for faculty to discuss what an "inclusive" culture means and how we can create such a culture in classrooms.
 - Survey faculty to better understand what we are currently doing in terms of being inclusive and what we can improve upon.
 - Working with OMSS (Office of Multicultural Student Services) and other communities on campus to reach out to students and understand their needs, opinions on what we are addressing and what we are not addressing yet on our campus.

2. Strengthen our collaboration with other non-CBA colleges with business concentration program (to bring more diversity of academic background and recruit non-CBA students).
 - Meet with the CBA Academic Services Director to identify all majors on campus that have a business concentration, reach out to these programs to see how they are promoting the business concentration and recruiting students.

3. Identify other non-traditional students (evening/weekend or online students) to understand the scope for expanding our delivery methods (place/time).
 - Survey local/regional businesses to see if they send their employees to get a degree and if so, what type of degree and training do they look for? Explore the demand from non-traditional students, is the market large enough to justify expanding in this direction?
 - Explore offering online programs/classes, especially look into also offering our healthcare analytic management program online/hybrid. What is the competition in the area?

Vision Statement #2 (Innovation): To continuously improve and innovate the programs we offer as well as our curriculum in terms of content and delivery in order to diversify our UWL business programs for our students so that we can remain relevant and sustainable.

Goals and Potential Action Steps

1. Develop multiple innovative graduate degree and certificate programs that serve the diverse needs of the business community
 - Explore different delivery methods to determine which would be most effective for our needs.
 - Explore and prioritize the different content needs for certificate programs.

2. Integrate experiences that ensure students will be successful in a multicultural environment.
 - Identify what competencies students need to be successful in a multicultural environment.
 - Identify the types of experiences that will enable students to acquire these competencies.
 - Examine our curriculum to determine where modifications need to be made to incorporate these experiences.

3. Develop a systematic process of collaboration that encourages shared learning experiences for our students and community.
 - Identify what these collaborative activities might be.
 - Develop the technical resources to facilitate this process.

4. Communicate and market new and innovative programs to the business and regional community in order to establish our branding.
 - CBA Blog
 - News Feed
 - LinkedIn presence

Vision Statement #3 Community Awareness & Engagement: To create connections to build community relationships that promote opportunity

Goals and Potential Action Steps

1. Encourage professors to assign projects that bring students into meaningful contact with local businesspersons.
 - Use the Learning Conferences to bring information to other professors
 - Have students and/or alumni write about the impact the experience had on their education/job search and publish in the newsletter, Alumni report, web site
 - Increase awareness of SBDC outreach activities in 7 county region
 - Increase the visibility of CBA faculty by getting professors, and the student projects, featured in local and regional publications, such as the Coulee Region Women magazine, L.I.N.K. magazine, Big River magazine, Inspire(d) Driftless Magazine, Seven.
 - Work with Brad Q. to develop connections and create awareness
 - Work with the La Crosse Tribune to develop a monthly, 300-word column in which to analyze and comment upon a current development in business and how the University can work with businesses.
 - Arrange local radio guest appearances as a springboard for discussions about, crisis management, customer service, research opportunities, etc.
 - Increase social media presence including LinkedIn, YouTube, etc.

2. Assist students in arranging internships and volunteer opportunities at area businesses.
 - Create awareness of handshake –student, faculty & community (e.g. Riipen)
 - Work with area businesses to get potential intern positions listed

3. Enhancing regional awareness of programmatic strengths.
 - Each department identifies 1 distinctive competency/quality
 - Post on Department page and support with evidence of competency
 - Create a college bookmark
 - Work with recruitment to highlight those qualities on the web page, social media, print pieces, with high school guidance counselors

4. Support student experiential activities
 - Create awareness in all colleges of the activity benefits for students
 - Article in the Alumni newsletter about student experiential activities
 - Develop further the awareness of the SBDC Innovation Generation, promoting student entrepreneurial ideas