We are committed to improving excellence in teaching

**541.01** – Experiential projects required in all graduate programs and 6 undergraduate classes. Over 200 Internships

**541.03** – Dean’s Citation awards given with $500 Stipend

**541.04** – MBA revisions currently being developed

**541.05** – Analysis and consideration of new methods conducted – no formal proposals at this time

**541.06** – Students participated in 8 competitions and took 1st place in four of them (primarily through CIE)

**541.07** – Both groups undergoing comprehensive program reviews for future needs

**541.08** – AOL, strategy committee, and full faculty reviewed and approved need assessment plan for undergraduate program

**541.09** – Year 2016-2017

<table>
<thead>
<tr>
<th>Objective</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>541.01</td>
<td>Bring outside experience to the learning process</td>
</tr>
<tr>
<td>541.02</td>
<td>Integrate technology with instruction</td>
</tr>
<tr>
<td>541.03</td>
<td>Recognize and reward innovative and/or exceptional teaching</td>
</tr>
<tr>
<td>541.04</td>
<td>Develop transdisciplinary opportunities where meaningful</td>
</tr>
<tr>
<td>541.05</td>
<td>Develop and implement mechanisms for peer feedback for purposes of faculty development &amp; continuous improvement</td>
</tr>
<tr>
<td>541.06</td>
<td>Increase student participation in scholastic competitions and other applied projects</td>
</tr>
<tr>
<td>541.07</td>
<td>Champion academic innovation and current and relevant curriculum</td>
</tr>
<tr>
<td>541.08</td>
<td>Improve structured assurance of learning for assessment institutionally (academic review cycle)</td>
</tr>
<tr>
<td>541.09</td>
<td>Explore possible College of Business honors program</td>
</tr>
</tbody>
</table>
We are committed to improving our excellence in scholarship.

**College of Business (Haile/US Bank)**

**Begin in 2014-15**

### 2014-15 Progress Narrative

<table>
<thead>
<tr>
<th>Objective</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>542.01 Develop a mentoring program for research and develop research pipelines</td>
<td>Under Way</td>
</tr>
<tr>
<td>542.02 Pursue and document transdisciplinary research</td>
<td>Completed</td>
</tr>
<tr>
<td>542.03 Increase numbers of grant applications</td>
<td>Completed</td>
</tr>
<tr>
<td>542.04 Increase the involvement of undergraduate and graduate students in research</td>
<td>Completed</td>
</tr>
<tr>
<td>542.05 Enhance faculty research productivity:</td>
<td>Completed</td>
</tr>
<tr>
<td>542.06 Seek to get Bloomberg terminal and aid students in Bloomberg certification</td>
<td>Completed</td>
</tr>
<tr>
<td>542.07 Establish an Economics research lab for undergraduate and graduate applied research</td>
<td>Completed</td>
</tr>
<tr>
<td>542.08 Develop a quantitative and qualitative market research lab</td>
<td>Completed</td>
</tr>
</tbody>
</table>

### Recruitment – We will improve student recruitment, retention, graduation, and professional placement.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>543.01 Develop promotional literature and recruitment videos/all epts./high school/post on website, promote to members of the media and the business community</td>
<td>Under Way</td>
</tr>
<tr>
<td>543.02 All COB members (faculty, staff, advisors, and administrators) become involved in University orientation and recruitment activities</td>
<td>Completed</td>
</tr>
<tr>
<td>543.03 Develop articulation agreements with good two year programs and local high schools</td>
<td>Completed</td>
</tr>
</tbody>
</table>
Develop recruitment strategies for graduate programs
Assess viability of new undergraduate and graduate programs as needed

Retention/graduation –
We will improve student recruitment, retention, graduation, and professional placement.

College of Business (Haile/US Bank)  Begin in 2014-15

2014-15 Progress Narrative

544.01 – Survey data gathered from students, areas identified
544.02 – Year 2015-2016
544.03 – Year 2016-2017
544.04 – Data gathered and survey completed. Analysis and strategies being developed
544.05 – Tracking needs to be conducted
544.06 – Year 2015-2016
544.07 – Year 2015-2016
544.08 – Completed

544.01 Improve faculty visibility with students outside classroom
544.02 Seek use of best practices within cohort program and learning communities
544.03 Create process for students to easily discover all student groups in one place (online) and then click on interesting clubs to easily enroll
544.04 Segment and analyze student population – different predictors of success – students in right major for purposes of recruitment and retention
544.05 Institute early warning system (Mapworks) both qualitative and quantitative (blackboard)
544.06 Be intentional about scheduling classes to increase SCH
544.07 Assess viability of fast track programs for highly qualified students
544.08 Eliminate COB Associates Degrees

Placement –
We will improve student recruitment, retention, graduation, and professional placement.

College of Business (Haile/US Bank)  Begin in 2014-15

2014-15 Progress Narrative

545.01 – A Student Advisory council was begun and has operated all year. The SAC worked on Business Week and provided useful insights into College issues.
545.02 – Year 2015-2016
545.03 – Year 2015-2016
Part 1 - Create and implement a structured plan to develop professional sophistication in our students
Part 2 - Develop student advisory boards or engage students with program boards

Develop two one hour classes for COB students for purposes of career development, College orientation, and student learning outcomes

Institutionalize process for tracking students post-graduation

**Curriculum** –
We are intentional about becoming a campus leader in globalization through our faculty, staff, students, and business engagement

**College of Business (Haile/US Bank)**
Begin in 2014-15

**2014-15 Progress Narrative**

- 546.01 – Year 2017-2018
- 546.02 – Program Concept developed – must go through approval processes
- 546.03 – Program Concept developed – must go through approval processes
- 546.04 – Year 2017-2018
- 546.05 – Year 2016-2017
- 546.06 – Initial programs identified for Prague, Germany, and England to be offered in summer 2016
- 546.07 – Preliminary contacts made

- 546.01 Incorporate an international experiential learning activity for every HUSBCOB graduate
- 546.02 Develop international business (IB) undergraduate track
- 546.03 Implement undergraduate degree in Logistics and Supply chain
- 546.04 Explore new international graduate programs
- 546.05 Internationalize current graduates programs
- 546.06 Develop international summer programs for foreign students
- 546.07 Develop international certificate programs for foreign managers

**Network** –
We are intentional about becoming a campus leader in globalization through our faculty, staff, students, and business engagement

**College of Business (Haile/US Bank)**
Begin in 2014-15

**2014-15 Progress Narrative**

- 547.01 – One existing program in South Korea – sustained New MOU in Germany completed
- 547.02 – Partners in South Korea and Germany being fostered for growth and expansion
- 547.03 – Year 2015-2016
- 547.04 – Year 2015-2016
- 547.05 – Year 2015-2016
<table>
<thead>
<tr>
<th></th>
<th>Develop and maintain articulation agreements/relationships with international business schools and global business organizations</th>
<th>Not Started</th>
<th>Under Way</th>
<th>Completed</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>547.02</td>
<td>Develop sustainable partners internally and globally for academic improvements</td>
<td>☑</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>547.03</td>
<td>Develop strong international faculty exchange program for both teaching and research collaboration</td>
<td>☑</td>
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<tr>
<td>547.04</td>
<td>Invite international professionals to be involved on campus</td>
<td>☑</td>
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</tr>
<tr>
<td>547.05</td>
<td>Develop a strong international advisory board</td>
<td>☑</td>
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</tbody>
</table>

**We will pursue expansion and improvement of financial and facility resources through a variety of venues**

**College of Business (Haile/US Bank)**

**Begin in 2014-15**

### 2014-15 Progress Narrative

- 549.01 – Alumni council actively engaged in College activities such as beginning of mentor program and Business Week
- 549.02 – Activities accomplished this year are Business Week (over 60 businesses represented), Labor Management Conference (over 300 attendees), and Fast Break (over 300 attendees). Alumni breakfasts in collaboration with Advancement. Two sector breakfasts with financial services and logistics
- 549.03 – Year 2015-2016
- 549.04 – Meetings with NKU Marketing to establish strategic marketing initiatives
- 549.05 – Year 2015-2016
- 549.06 – Refreshed faculty lounge and retrofitted student room into innovation room
- 549.07 – Commitment made by University to install a food court at the back door of the College by the end of summer
- 549.08 – Year 2015-2016

- 549.01 – Further strengthen alumni engagement
- 549.02 – Engage major area employers in a variety of College activities
- 549.03 – Develop noncredit certificate and other revenue programs leveraging faculty and center staff expertise and the physical resources of the COB
- 549.04 – Build a media relations function to highlight COB-specific activities and successes
- 549.05 – Seek company sponsorships of classrooms and community resources
- 549.06 – Improve internal and external building facilities, e.g. virtual classroom, sandboxes, front entrance, etc.
- 549.07 – Create food court in building
- 549.08 – Increase numbers of grant applications
We will build impactful business collaborations.

2014-15 Progress Narrative

550.01 – New boards being developed in economics and finance as well as accounting.
550.02 – Classes in strategy, Market research, MBA program, ELOC program, etc., serve as examples of courses and programs that consistently provide student/client projects. This year these will be captured for dissemination.
550.03 – Initial meeting with retired executives, chairs, faculty, and alumni conducted to explore program ideas. Follow up meetings scheduled.
550.04 – Reorientation for sustainability and revenue generation was set for all Centers to begin this coming academic year. Performance evaluations include sustainability goals.
550.05 – Focus on developing strategic partnerships and concierge approach to business relationships to accomplish goal.
550.06 – 2014-2015 successful business week resulted in comprehensive review for next year. Early plans being developed.
550.07 – All conferences had the highest attendance seen historically, new outreach ideas currently being generated for next year. A total of over 800 business participants took part in the variety of activities hosted by the College this past year.

550.01 Develop and build advisory boards [Rejuvenate, reorganize, and make relevant]  □  □  □  ✔
550.02 Develop both student- and faculty-based projects with business clients  □  □  □  ✔
550.03 Develop a formalized Mentoring program and solicit funds to support development  □  ✔  □  □
550.04 Utilize/grow centers between students, faculty, and businesses where appropriate  □  ✔  □  □
550.05 Increase number of Career fair participants, students, employers, and faculty  □  □  □  ✔
550.06 Build on the success of the most recent Business Week program through sponsorships and relevant guest speakers  □  ✔  □  □
550.07 Improve and expand our current outreach programs (e.g. arbitration conference, sector breakfasts, power breakfasts, Economic Outlook conference, etc.)  □  □  □  ✔