

UW COLLEGE OF BUSINESS **STRATEGIC PLAN** 2019-2022



UNIVERSITY
OF WYOMING

College of
Business



LETTER FROM THE DEAN



Wyoming's College of Business (COB) 2019-2022 Strategic Plan is structured around five priority areas, which are aimed to leverage the college's identity and potential to lead in an age of constant change and digital innovation.

The COB offers AACSB-accredited programs at the bachelors, masters, and doctoral degree levels. Composed of three academic departments, the COB's 55 faculty teach nearly 30,000 credit hours (Fall '19 and Spring '20) to 1,300 business students as well as service majors from other colleges across the University. As part of an R2 institution, the COB prioritizes and supports academic scholarship across the college and is a recognized leader in environmental and natural resource economics, as well as other major areas of business. The college is supported by world-class learning facilities and Centers of Excellence that meet the demands of a 21st century business education.

The core of our plan features five goals covering student success, teaching and learning, research and creative activities, community engagement and global partnerships. Under each goal, our plan identifies objectives along with specific baseline and progress indicators.

Opportunities abound in Wyoming. As the state's only College of Business, we play a critical role in re-imagining higher education, considering ways to enhance economic development, expanding new forms of work-force training, and diversifying the Wyoming economy. We are committed to the following priorities as informed by our strategic plan:

- Continue momentum to create a leading student experience supported by the Green Johnson Student Success Center; a comprehensive unit integrating enrollment, advising, and career development
- Enrich our research and scholarship by retaining and supporting our top faculty
- Engage the state to support economic development, workforce training, and diversification of the state's economy
- Continue expanding the quality, support, and accessibility of our online programs
- Increase global connections for our students, faculty, staff and programs

Our strategic plan will help guide the school's growth in an era of increasing competition and greater challenges for higher education as an industry.

The college's long-standing history of serving the state will be critical as we look forward to increase that commitment by leveraging the expertise and resources of its flagship school.

Best regards,

A handwritten signature in blue ink, appearing to read "D. Spratt".

David Spratt, PhD
Dean and Professor
College of Business
University of Wyoming





VISION

TO BE THE BUSINESS
COLLEGE OF CHOICE
FOR PEOPLE WHO VALUE
ENRICHING EXPERIENCES
AND THE INTEGRITY OF
THE HANDSHAKE.



MISSION

WE COMMIT TO THE
SUCCESS OF OUR STUDENTS,
THE IMPACT OF OUR
SCHOLARSHIP, AND THE
ECONOMIC VITALITY OF
WYOMING AND BEYOND.



VALUES

1 CHARACTER OF THE INDIVIDUAL

We embrace the spirit of hard work, respect and diversity of ideas and all people, ethical behavior, and an entrepreneurial mindset.

2 SERVICE TO OUR COMMUNITIES

We commit to serving the educational, scholarly, and industry partners who support us.

3 STEWARDSHIP OF RESOURCES

We hold ourselves accountable for the human, fiscal, and environmental resources entrusted to us.



GOALS

- 1 DELIVER A HIGHLY VALUED STUDENT EXPERIENCE

- 2 ADVANCE WORLD-CLASS RESEARCH

- 3 SERVE THE STATE THROUGH OUTREACH AND ENGAGEMENT

- 4 GROW THE QUALITY AND REACH OF ONLINE OFFERINGS

- 5 EXPAND GLOBAL CONNECTIONS



1

DELIVER A HIGHLY VALUED STUDENT EXPERIENCE

Provide a quality business education aligned with the needs of the marketplace, enhanced by personalized experiences inside and outside of the classroom.

- Prioritize students' success above all else
- Create an inclusive environment for learning and professional development
- Provide opportunities for engagement beyond the classroom
- Involve every business student in hands-on learning experiences
- Offer holistic services to advance students' academic and professional lives

PERFORMANCE INDICATORS	BASELINE (2018)	TARGET (2022)
Total undergraduate enrollment	1352	1500
Placement rate	82%	88%
Fall-to-fall retention rate (COB)	62%	68%

ADVANCE WORLD-CLASS RESEARCH

Foster a research culture that sparks new ideas and addresses real-world challenges, to further understanding and provide insights that make an impact.

- Attract and retain world-class faculty
- Reward and support impactful, high-quality scholarship
- Encourage meaningful, scholarship-based involvement with academic disciplines and relevant stakeholders
- Offer rigorous, yet personal graduate research programs
- Engage students in research and scholarly activities



PERFORMANCE INDICATORS	BASELINE (2018)	TARGET (2022)
H index for tenure/tenure-track faculty	16.3	18
Average number of publications per faculty member (over past 5 years) in top journals	47	55
Quality of graduate programs as measured by average GRE	318.2	325



SERVE THE STATE THROUGH OUTREACH AND ENGAGEMENT

Strengthen value-added relationships with government, industry and community stakeholders.

- Develop a strategic approach to establishing new and deepening current relationships with key partners
- Support Wyoming’s economic development by providing high-value business education and world-class research relevant to the state
- Collaborate with educational and community partners to further business and economic education throughout the state

PERFORMANCE INDICATORS	BASELINE (2018)	TARGET (2022)
Number of key partners	New metric	Baseline developed
Number of state-wide economic development project/activities	New metric	Baseline developed
Number of collaborative engagements created with educational and community partners	New metric	Baseline developed

GROW THE QUALITY AND REACH OF ONLINE OFFERINGS

4

Reimagine online business programs to better serve our students, the state and beyond.

- Adopt quality standards for course development and program delivery
- Ensure industry standards are followed for all student services and support
- Provide faculty and staff development regarding best practices in online education
- Identify and work with strategic partners to refine and scale degree offerings

PERFORMANCE INDICATORS	BASELINE (2018)	TARGET (2022)
Number of student and faculty participants in study abroad	58	125
Number of international students	79	100
Number of global partnerships	13	16



EXPAND GLOBAL CONNECTIONS

Further cultural competence through international experiences and global engagement.

- Instill a global mindset amongst faculty, staff and students
- Create lasting global partnerships and infrastructure that enable globalization of the college
- Facilitate and increase international opportunities and expertise
- Recruit and engage outstanding international students and scholars

PERFORMANCE INDICATORS	BASELINE (2018)	TARGET (2022)
Online credit hour offerings	5490*	7500*
Percentage of full-time faculty with online teaching loads	36%	40%
Online student satisfaction with degree offerings	New metric	50% Very or Somewhat Satisfied*



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