



## UNT COLLEGE OF BUSINESS STRATEGIC PLAN

2015-2020

A green  
light to  
greatness.®



## UNT CoB VISION

To achieve a national and international reputation for excellence in research and graduate education accompanied by recognition as a premier comprehensive undergraduate business school.

## UNT CoB MISSION

To prepare tomorrow's business leaders in an intellectually stimulating and collegial community through high-quality teaching, research and service.

## UNT CoB ETHICS STATEMENT

The College of Business is committed to the highest ethical and professional standards of conduct as an integral part of its mission of preparing tomorrow's business leaders. We recognize that the faculty and staff of the College of Business serve as role models for our students and for the greater business community. Thus, we expect our faculty, staff, and students to adhere to a standard of behavior that encompass our core values.

## UNT CoB VALUES

The core values of the College of Business are:

**Integrity** -- demonstrated by honesty, sincerity and trustworthiness

**Fairness** -- demonstrated by objectivity and equity

**Courtesy** -- demonstrated by respectfulness civility

**Transparency** -- demonstrated by openness

**Inclusion** -- demonstrated by an appreciation of diverse backgrounds and perspectives, solicitation of stakeholder input, and the practice of participatory decision making

## WHOM WE SERVE

We serve a highly diverse population of upwardly mobile students from the North Texas region and beyond.

## DEAN'S STRATEGIC PRIORITIES FOR 2015-16

The Dean of the College of Business has responsibility for a number of strategic initiatives in the college's updated strategic plan for 2015-16. The following priorities extend beyond those in the strategic plan and focus primarily on development activities.

- Stratify the new CoB journals list to identify top-tier outlets and develop a recognition program for faculty publishing in those journals (Fall 2015).
- With Senior Development Officer, Kevin Fralicks (Fall 2014):
  - Develop strategy for completing Taylor Chair in Insurance and Brock Centennial Chair in Accounting.
  - Review current proposals in the hands of potential donors and plan follow-up.
  - Review current CoB top prospects list and evaluate.
  - Review and evaluate all CoB events.
  - Based on evaluation of top prospects, plan out-of-town trips for year deemed potentially productive (i.e., to Houston, Tulsa, Chicago, New York, and California).
- Working with Bob Kimmel, Jerry Pinkerton, and Kevin Fralicks, establish Dean's Circle comprising donors to the Dean's Excellence Fund of \$2,500 or more and plan lunches/dinners with the group during the year (Fall 2015).
- With Ken Murphy and the Murphy Center Advisory Board (including President Smatresk), envision new direction for the Murphy Center for Entrepreneurship (2015-16).
- Complete donor and partner recognition spaces in the BLB (2015-16).
- Continue implementation of tiered progression program phase three with addition of "Career Certified" designation, enhanced career workshops, and zero-credit internship program.
- Design a three-year plan for improved undergraduate communications skills program.
- Create a plan for a 1-credit professionalism course in each major for phased implementation.

UNIVERSITY OF NORTH TEXAS BOLD GOALS

**BOLD GOAL 1**

**BEST UNDERGRADUATE EDUCATION**

Provide the best undergraduate educational experience in Texas

**BOLD GOAL 2**

**TOP-QUALITY RESEARCH, SCHOLARSHIP AND GRADUATE EDUCATION**

Provide superior graduate education, scholarship and artistic endeavors and achieve status among the nation's tier-one research institutions

**BOLD GOAL 3**

**COST-EFFECTIVE AND CLIENT-FRIENDLY OPERATIONS**

Become a national leader among universities in student support, employee relations, operational effectiveness and service to constituencies.

**BOLD GOAL 4**

**COMMUNITY ENGAGEMENT AND PRIDE**

Establish UNT as a nationally recognized, engaged university and regional leader by building and expanding mutually beneficial partnerships and resources

UNT COLLEGE OF BUSINESS BOLD GOALS

**BOLD GOAL 1**

**STATE-OF-THE-ART,  
QUALITY ACADEMICS &  
SUCCESSFUL STUDENT OUTCOMES**

**BOLD GOAL 2**

**SUPERIOR FACULTY &  
HIGH-QUALITY RESEARCH**

**BOLD GOAL 3**

**SUPERIOR STAFF &  
OPERATIONAL EFFECTIVENESS**

**BOLD GOAL 4**

**EXCEPTIONAL RELATIONSHIPS &  
BRAND AWARENESS**



# BOLD GOAL 1

## STATE-OF-THE-ART, QUALITY ACADEMICS & SUCCESSFUL STUDENT OUTCOMES

### STRATEGY 1

To attract and retain outstanding students who are dedicated to intellectual excellence.

### STRATEGY 2

To provide students with the knowledge to succeed in their chosen fields and successfully place them in related careers.

### STRATEGY 3

To ensure students develop skills in problem solving, ethical decision making, communications, teamwork and leadership.

### ACTION STEPS:

- Recruit and retain outstanding students.
- Assure a rigorous and innovative curriculum.
- Engage students early and often.
- Create and enhance internship opportunities for every student.
- Provide complete, dedicated career services.
- Strive for a 90 percent post-graduation placement level.
- Invest in employer relations.
- Develop a more comprehensive and strategic advising experience.
- Develop and constantly refine a tracking and reporting system for graduates.
- Enhance opportunities that will prepare graduates to operate in a business environment that is global in scope.
- Enhance professional development offerings.

Please note that the College of Business Milestones are in alignment with the UNT Academic Affairs Performance Indicators, which are referenced in the brackets following each bullet point.

### MILESTONES:

#### RECRUIT AND RETAIN

- Beginning August 2013 CoB began tracking the GMAT scores of entering Master's students with a goal of increasing the average by 10 points annually. The average GMAT score for entering students increased from 513 in Fall 2012 to 532 in Fall 2013. The college will continue to monitor and recruit the most qualified students with the goal of maintaining an annual increase of 10 points in the average GMAT score. (Senior Associate Dean).[AA2.1.1.B]
- During FY 2013, the college hired a graduate recruiter for CoB. The college had hoped to be able to hire an undergraduate recruiter during the same period but limited resources prevented it. The college still plans to make this hire by August 2015 (Dean/Senior Associate Dean).[AA1.2.2.C]
- By August 2016, develop the "business leadership scholars program" to recruit outstanding high school students to CoB (Dean/Senior Associate Dean/Senior Director for Major Gifts).[AA1.1.1.A]
- By August 2014 maintain an undergraduate graduation rate equal or better than that reported by UNT.[AA1.1.1.D]

#### INNOVATIVE CURRICULUM

- By November 2014, conduct a curriculum review for each program and major using aspirant program benchmarks and external constituents. Repeat every five years (Chairs/Program Directors/Program Committees).[AA2.1.1.E]

#### ENGAGE STUDENTS

- Beginning in AY 2012-13, the college began matching students with faculty mentors in BUSI 1340, Free Enterprise System in a Global Environment. In spring of 2014, the College implemented a more structured program of matching students to mentors. The goal moving forward is to continue matching students to mentors and encouraging students to fully utilize this opportunity (Senior Associate Dean/Faculty of Record for BUSI 1340).[AA1.1.2.G]
- In March 2013 the college hosted its first majors fair in the BLB atrium. More than 300 students attended the event. The college now holds a majors fair each long semester along with multiple career fairs and expos each semester (Department Chairs/Assistant Dean for Undergraduate Studies).[AA1.1.2.H]

## INTERNSHIP OPPORTUNITIES

- By Fall 2016, the college collaborated with other colleges to develop a proposal for a 0-credit internship that would allow for easier tracking of internship activities. This proposal was submitted to the university. However, at the present time, technology limitations prevent the university from implementing the plan (Senior Associate Dean/Dean/Administrative Associate Dean).[AA1.1.1.E]
- During the summer of 2013, departments developed a menu of internship alternatives that provide appropriate work experience for the degrees offered in their departments. These lists are to be available to advisors when they meet with students. However, the college recognizes that each department needs to work to keep the lists current and to ensure that the lists are being used in the advising process. A goal for AY 2015 is to work with advisors in the departments to develop a strategy that works for them in utilizing these lists (Department Chairs/Program Directors/Program Committees/Executive Director, Career and Leadership Services).[AA1.1.1.E]
- During the summer of 2013, we used data from the graduating student surveys to calculate that 36% of our undergraduates and 44% of our graduate students have completed an internship by the time of graduation. Our goal is to increase these percentages by 10% annually. The college recognizes that this will require working with our corporate partners as well as an educational campaign directed toward our students. Therefore, we must develop strategic plans aimed toward both these constituencies to accomplish this goal. The immediate plan for spring and summer of 2014 is to engage the Dean's Advisory Board's Outreach Committee to identify new sources of internships for our students and develop a campaign for educating our students about internships and their value (Senior Associate Dean/Dean/Administrative Associate Dean/Assistant Dean for Undergraduate Studies/Executive Director, Career and Leadership Services).[AA1.1.1.E; AA4.1.1.B]
- Increase the percentage of graduates with internships by 10 percentage points (e.g. 36% goes to 46%). Increase 10% per year to a target of 80% of all undergraduates and Masters of Accountancy (MACs) (Department Chair/Program Director/Program Committee). [AA1.1.1.E; AA4.1.1.B]

## COMPLETE, DEDICATED CAREER SERVICES

- Beginning with the Fall 2012 graduating class, we now require all students to complete the graduating student survey as part of the application for graduation process. This allows us to collect data on their experience in CoB as well as employment information and other data. However, the

- point in time in which this occurs is generally too early in the semester for the data on post-graduation employment to be especially beneficial. We are in the process of working with Career Services to administer a survey that will allow us to capture this information at a more appropriate time. (Administrative Associate Dean/Information Technology Office).[AA1.1.2.A]
- During 2013, we opened a dedicated career center in the BLB devoted to the CoB with 2 full-time staff and 2 graduate assistants (Executive Director, Career and Leadership Services).[AA1.1.1.E]

## NINETY PERCENT POST-GRADUATION PLACEMENT

- Increase placement of graduates by 10% of the current level, continue each year until a goal of 90% is reached (Dean/ Executive Director, Career and Leadership Services).[AA1.1.1.E]

## EMPLOYER RELATIONS

- During Fall 2013, the college hosted 6 industry specific recruiting events in the BLB. Our goal is to increase that number to 9 by September 2014; to 12 by 2015 and to 1 per week by 2016 (Executive Director, Career and Leadership Services). [AA1.1.1.E; AA4.1.1.A]
- During fall 2013, we determined that 15% of our face-to-face courses had at least one guest speaker. Some had more than one guest speaker. A total of 123 different speakers addressed 1865 students on various topics. Continue to collect information on corporate activities in the classroom with a goal of increasing the numbers of topics and percentage of courses affected by 5% annually (Chairs). [AA4.1.1.A]
- By December 2015, increase the percentage of in-class corporate speakers by 10% (Chairs).[AA4.1.1.B]

## COMPREHENSIVE AND STRATEGIC ADVISING

- Beginning August 2013, all pre-business and BUND students are required to meet with an advisor each semester. All students are now being tracked. We are developing and improving offerings for the students taking workshops as part of our tiered-progression system and will begin offering a mandatory career workshop for students in the tiered-progression system (Assistant Dean for Undergraduate Studies). [AA1.1.1.B]
- By August 2016, create an information set for advisors with complete placement, salary and internship information by major, as well as study abroad information (Assistant Dean for Undergraduate Studies). [AA1.1.1.E; AA4.1.1.A]
- Continue to offer training for new faculty advisors and when updates to procedures are made. Review of catalog changes will be reviewed by

the Assistant Dean for Undergraduate Studies and training scheduled as appropriate (Senior Associate Dean/Assistant Dean for Undergraduate Studies). [AA1.1.2.G]

### TRACKING AND REPORTING OF GRADUATES

- By May 2016, develop a database of graduates to evaluate career success (Senior Associate Dean/Administrative Associate Dean).[AA1.1.1.E; AA1.1.2.A]

### GLOBAL BUSINESS ENVIRONMENT

- By August 2016, provide a menu of partner institutions, study abroad opportunities and scholarships for students (Study Abroad Coordinator). [AA1.1.3.A]
- By August 2016, create a position in the college, through augmentation or release time, to coordinate and promote student study abroad (Dean). [AA1.1.3.A]
- Continue to evaluate international partnerships (Senior Associate Dean). [AA1.1.3.A]
- Beginning in Fall 2015, develop a dedicated plan for marketing the dual degree program to UNT CoB students to encourage participation (Dean).[AA1.1.3.A]
- By Fall 2015, begin discussions of a dual degree with NIDA Business School (Dean).[AA1.1.3.c; AA1.1.3.D; AA2.1.1.F]
- By January 2016, develop marketing materials designed to encourage participation in study abroad.
- By January 2016, develop an action plan for educating students about study abroad.
- By January 2016, create a list of international experience opportunities to make available for undergraduates. By May 2017, achieve a goal of 20% of undergraduates having an international experience by graduation (Dean). [AA1.1.3.A]

### PROFESSIONAL DEVELOPMENT

- Beginning in AY 2013, the CoB began designating resumes as CoB certified for those going through the review process. More than 350 resumes are reviewed and certified each semester. The goal is to encourage all faculty to inform students of this service by Fall 2015 and increase participation among students (Executive Director, Career and Leadership Services). [AA1.1.1.E]
- In AY 2013, our Professional Leadership Program grew by 45% to 80 students. Our goal is to grow by 35% per year to a target of 225 students (Director, PLP). [AA1.1.1.E]

- In October 2013, the college hosted a resume workshop in the BLB. The goal is to host a regular series of resume reviews and workshops in the BLB each semester. During AY 2014-15, ## resume workshops were conducted in the BLB with ## students participating. The goal for AY 2015-16 is to increase participation by 5% annually (Executive Director, Career and Leadership Services).[AA1.1.1.E]
- Beginning in August 2013, all pre-business majors are required to attend two professional development offerings each semester. The goal for AY 2015-16 is to implement the mandatory career workshop each semester (Senior Associate Dean).[AA1.1.1.B; AA1.1.1.C; AA1.1.1.D]

## STRATEGY 1

To attract, nurture and retain a diverse faculty dedicated to education, scholarship, corporate connections and the mission of the College of Business.

## STRATEGY 2

To produce high-quality, peer-reviewed, discipline-based research, with supporting efforts in applied and pedagogical research that contributes to and complements the mission of the College of Business.

## STRATEGY 3

To actively pursue external research funding opportunities to supplement state of Texas funding.

## STRATEGY 4

To promote high-impact service to the college, university, professional fields, the state of Texas and local communities.

## ACTION STEPS:

- Develop and maintain a high-impact College of Business Dean's journal list.
- Incent publishing in premier journals on the CoB Dean's journal list.
- Provide training and assistance for development of funded research proposals.
- Incent the pursuit of external research funding.
- Provide opportunities and support for faculty and students to disseminate research results.
- Encourage collaborative and cross-disciplinary research and teaching.
- Engage corporate partners in collaborative research.
- Provide training and assistance for teaching excellence.
- Increase the number of minority candidates in faculty search pools
- Involve doctoral students in research projects aimed at high-quality journals in their field

## MILESTONES:

### COB DEAN'S JOURNAL LIST

- By April 2015, publish a college journal list that will be used for Dean's Promotion and Tenure (P&T) letters (Dean).[AA2.2.1.D]
- By August 2015, require departments to include designated impact factors in departmental journal lists (Chairs/Administrative Associate Dean).[AA2.2.1.D]
- By August 2016, add quality weights to the new Dean's Journal List (Dean). [AA2.2.1.D]

### INCENT PUBLISHING IN PREMIER JOURNALS

- By August 2016, develop an incentive system to reward faculty who publish in key journals (Dean).[AA2.2.1.D]

### RESEARCH PROPOSAL TRAINING AND DEVELOPMENT

- In January 2013, the CoB hired a grants and proposals support staff member. The goal is to encourage this individual to work with faculty on a continuing basis to improve our grant productivity (Dean)
- In January 2014, the college partially funded four faculty to meet with agency officials regarding external funding opportunities. The college will continue to provide funding for faculty to attend external grants workshops and agency meetings as appropriate (Dean/Senior Associate Dean).[AA2.3.1.G]
- By October 2015, provide annual in-house training for grant preparation for faculty (Senior Associate Dean/Administrative Associate Dean).[AA2.3.1.G]

### EXTERNAL RESEARCH FUNDING

- By October 2015, develop a plan to assist faculty in significant proposal development (Dean/Senior Associate Dean/Administrative Associate Dean). [AA2.3.1.g]
- By August 2015, develop a reward system for faculty who win research grants from designated agencies (Dean/Senior Associate Dean).[AA2.3.1.G]

### DISSEMINATION OF RESEARCH

- During the spring of 2013, the college collected baseline data, determining that 68% of tenured and tenure-track faculty has presented at least one paper at a national or international conference. Our goal for the next five years is for at least 75% of our tenured and tenure-track faculty to have presented a paper at a national or international conference within a 3-year time period and to maintain that record (Chairs/Senior Associate Dean/Administrative Associate Dean).[AA2.2.1.D]
- By August 2014, develop a webpage to highlight faculty research, including



- research distinctions (Director, PhD Program and Research/IT Office). [AA3.3.2.G]
- By August 2014, update webpages to show current faculty profiles for all faculty (Chairs).[AA3.3.2.G]
  - By August 2014, develop a Ph.D. student webpage (Director, PhD Program and Research/IT Office).[AA3.3.2.G]
  - Beginning in Fall 2015, ask each department to bring in outside, notable speakers for the research colloquium that is offered each semester, including speaker meetings with faculty and Ph.D. students. These events are publicly announced on the college calendar and documentation is maintained in the college for demonstrating impact (Chairs/ Senior Associate Dean).[AA2.1.2.G]
  - By May 2016, 50% of all doctoral graduates will have presented a paper at a professional conference (Faculty/Doctoral Program Committee).[AA2.1.2.C]

#### COLLABORATIVE AND CROSS-DISCIPLINARY RESEARCH AND TEACHING

- Continue to monitor the percentage of graduating doctoral students who have a paper co-authored with a faculty member either published or under review. Encourage faculty to mentor students in this capacity (Doctoral Program Committee).[AA2.1.2.A]

#### COLLABORATIVE RESEARCH WITH CORPORATE PARTNERS

- By December 2015, benchmark mechanism for measuring and valuing research with corporate partners and develop guidelines to insure that research with corporate partners is appropriately measured and valued (Dean). [AA4.1.2.A]

#### PROVIDE TRAINING AND ASSISTANCE FOR TEACHING EXCELLENCE

- Each Fall, the college hosts a teaching workshop dedicated to online teaching technology. In addition, the college partners with CLEAR to have on-site labs for faculty to obtain assistance with their online teaching needs. Further, there are occasional teaching workshops available for faculty and students. A goal for spring and summer is to develop a more structured calendar of scheduled events that is available on the college calendar (Administrative Associate Dean). [AA3.2.1.E]
- By October 2015, recognize teaching awards and distinctions on the College website (Senior Associate Dean/IT Office).
- By October 2014, hold brown bag seminars devoted to teaching for faculty and doctoral students (Senior Associate Dean/Director, PhD Programs).[AA3.2.1.E]
- By October 2015, recognize an outstanding doctoral student for teaching, including recognition on the UNT CoB website (Senior Associate Dean/IT Office).

#### DIVERSE FACULTY

- By September 2014 and beyond, ensure that every CoB search committee proactively uses KPMG's PhD Project alumni and doctoral candidate communications channels to expand the number of minority candidates in tenure-track search pools (Dean, Chairs, Search Committee Chairs). [AA2.2.1.G]
- By September 2015, each time a new line becomes available, remind hiring unit of those programs identified by AACSB International accredited business programs as consistently producing minority PhDs (Dean, Chairs, Search Committee Chairs)[AA2.2.1.G]
- By September 2015, each time a new line becomes available remind hiring unit of those professional organizations that support minority professionals (e.g., NABA, ALPFA) and through whose communications channels lecturer positions can be advertised. (Dean, Chairs, Search Committee Chairs)[AA2.2.1.G]

#### GRADUATE STUDENT-FACULTY RESEARCH COLLABORATION

- By August 2015, increase the percentage of graduating doctoral students with a published paper co-authored with a faculty member to 100% (Doctoral Program Committee, Graduate Faculty).[AA2.1.2.C]

## STRATEGY 1

To attract, develop and retain outstanding staff dedicated to the mission and goals of the college.

## STRATEGY 2

To maintain a superior work/learning environment with outstanding facilities and technological support.

## STRATEGY 3

To continuously strengthen and improve operational processes and support services.

## ACTION STEPS:

- Maintain up-to-date descriptions of staff positions, emphasizing professionalism and fair compensation.
- Encourage self-development among staff.
- Encourage incorporation of staff into the intellectual culture of the school.
- Provide a positive working environment where staff are valued members of the organization.
- Provide regular training opportunities for staff development.
- Demonstrate best business practices in adopting technology for our classrooms and instructional and support facilities.
- Recognize outstanding performance.

## MILESTONES:

### COB STAFF POSITION DESCRIPTIONS

- During Academic Year 2015-16, the university will update employment bands. The staff have been asked to assist with that effort in part by reviewing and updating position descriptions. An internal review of these will be done at least every three years to ensure that the position descriptions reflect the current position and revised as necessary (Senior Associate Dean).[AA3.2.1.B]

### ENCOURAGE SELF-DEVELOPMENT

- Continue to hold an annual administrative staff retreat (Senior Assistant to the Dean).[AA3.2.1.A]
- Continue to provide opportunities for all staff to attend external professional development training at least every three years (Senior Associate Dean) [AA3.2.1.A]

### INCORPORATION OF STAFF INTO INTELLECTUAL CULTURE

- Continue to encourage staff to attend the College of Business faculty & Staff meeting so they would feel more integrated into the college and are aware of what is happening in the college (Dean/Senior Assistant to the Dean)[AA3.2.2.A]

### TECHNOLOGY

- In March 2013, an annual assessment of CoB technology and a plan to maintain best practice standards for the next year was developed. The goal is to conduct a similar assessment each year no later than June. (Associate Dean for Technology and Operations).[AA3.1.1.B; AA3.2.1.C]

### RECOGNITION OF OUTSTANDING PERFORMANCE

- In May 2013, a catalog and schedule of staff reward opportunities was prepared. Our ongoing goal is to reinforce the importance of recognizing the contributions of our staff members by sending out multiple reminders and ensuring that eligible individuals are nominated for awards. (Senior Assistant to the Dean).[AA3.2.1.B; AA3.2.1.D]

## STRATEGY 1

To provide opportunities for continued involvement, education and professional growth for our alumni.

## STRATEGY 2

To encourage community involvement and service leadership on the part of faculty, staff, and students

## STRATEGY 3

To develop a brand as the best source of career-ready business graduates.

## STRATEGY 4

To achieve national status as a top-100 public college of business.

## ACTION STEPS:

- Develop an image-building campaign that includes consistent images, communications and a high-quality web presence.
- Develop a plan to improve the college's rankings and monitor progress.
- Identify and promote programs within the college that can become nationally ranked with marginal additional resources.
- Build and nurture relationships with alumni through targeted events and campaigns.
- Build and nurture relationships with the business community and the community-at-large.
- Establish relationships with world-class businesses and emerging business leaders.
- Regularly review roles, functions and membership of advisory boards to maximize effectiveness.
- Develop and continually update a set of strategic funding priorities and maintain a plan for achieving related goals.
- Cultivate strong relationships with foundations, corporations and individuals who can provide resources to help the college achieve its goals.

## MILESTONES:

### IMAGE-BUILDING CAMPAIGN

- In the spring of 2013, a new comprehensive communications plan for the CoB was developed and implemented (Director of Marketing/Senior Associate Dean/Senior Director for Major Gifts Acquisition/ Director of Integrated Fundraising Communications).
- By October 2015, revise the CoB website (Director of Marketing/Senior Associate Dean/IT Office).[AA4.1.2.A; AA4.2.1.A]
- Continually update materials used in marketing the College to potential donors (Director of Marketing/Senior Associate Dean/Senior Director for Major Gifts Acquisition/Members of the College Boards).[AA4.1.1.A]

### COLLEGE RANKINGS

- Beginning in January 2013, a rankings improvement strategy targeted toward U.S. News and World Report rankings system was developed to insure all data can be collected. In calendar year 2013, the college participated in all surveys and reports that have been announced so far have resulted in increases in the rankings for our programs. Our goal for calendar year 2014 is to develop effective but efficient strategies for maintaining our positive trajectories in the rankings (Administrative Associate Dean/Senior Assistant to the Dean).[AA2.3.1.E]
- Continue to analyze results and methodologies of rankings to make revisions to our procedures and curriculum, when necessary to yield the best image of the College (Administrative Associate Dean). [AA2.3.1.F]

### PROMOTE PROGRAMS

- During spring of 2013, chairs identified high impact programs. Chairs are continually reviewing these and developing or revising strategic plans to improve the rankings of these programs among peers (Chairs).[AA2.3.1.F]

### ALUMNI RELATIONS

- The College now hosts several alumni events in the DFW Metroplex annually. Our goal is to have at least 6 events per year and to improve alumni engagement and to coordinate these events to avoid overlap (Director of Marketing/Senior Associate Dean/Senior Director for Major Gifts Acquisitions).[AA4.1.1.A; AA4.1.1.B]
- By October 2015, meet regularly with alumni relations to determine status of alumni database and strategy for maintaining list of contacts (Director of Marketing/Senior Associate Dean/Senior Director for Major Gifts Acquisitions). [AA4.1.1.B; AA4.2.2.D]
- By May 2016, collaborate with the new leadership in Advancement and the Alumni Association to complete the development of a plan for a CoB alumni association with a governance structure (Director of Marketing/Senior Associate Dean/Senior Director for Major Gifts Acquisitions).[AA4.1.1.B]

## COMMUNITY AND BUSINESS RELATIONS

- During the summer of 2013, the college determined that 39 faculty and staff were currently serving on boards or in leadership roles in the community and in business organizations. We will collect this information each year and develop a plan for encouraging our faculty and staff to use their skills/expertise in the community (Senior Associate Dean).[AA4.1.1.D; AA4.1.2.A]
- During 2014-15, the College began work with the Outreach Committee of the CoB Advisory Board to identify contacts in the DFW Business Community. Our continuing goal is to gain access to at least 10 new employers each semester to seek active recruitment of UNT Business students for internships and permanent employment. (CoB Advisory Board Outreach Committee, Dean, CoB Senior Development Officer)[AA4.1.1.B]
- During 2014-15, work with Logistics and Hillwood executives to establish logistics research lab (and UNT footprint) at Alliance. (Dean, Terry Pohlen, Brian Sauser) [AA4.2.2.C]
- By May 2016, examine membership of CoB Advisory Board and expand membership by targeting executives from major DFW companies and firms and individuals prepared to move up the ranks in board leadership (CoB Advisory Board, Dean, CoB Senior Development Officer)[AA4.1.1.B]
- During 2014-15, the Outreach Committee of the CoB Advisory Board collaborated with the College to establish a sponsored monthly CoB alumni breakfast in Dallas. Our continuing goal is to host these events monthly and expand participation (CoB Advisory Committee, Dean, CoB Senior Development Officer)[AA4.2.2.D]
- Once grants are available, promote the Community Engagement Faculty Grants program among CoB faculty with a goal of at least two submissions each time grant opportunities are announced. (Dean, Chairs, Director of Communications)[AA4.1.1.F]
- Continue the CoB's Conference Bags for Charity project by delivering conference bags to the Women's Shelter and the Salvation Army twice per long semester. (Dean)[AA4.4.4.F]
- Continue to support the men's coat and tie project to assist students without resources to obtain professional attire (Senior Associate Dean, Chairs, Faculty)[AA4.4.4.F]

## ADVISORY BOARDS

- In April 2014, the COB Advisory Board By-laws were revised and distributed. By January 2015, assess the status of similar documents for remaining boards in the college (Chairs/ Program Directors/Dean).[AA3.3.2.I]
- By April 2016, conduct Dean's review of Board Impacts and Effectiveness for each board for distribution at the All Boards Day(Chairs/Program Directors/Dean).[AA3.3.2.I]

## STRATEGIC FUNDING PRIORITIES

- Each year the CoB leadership will work with the Director of Advancement to prepare a list of strategic funding priorities and current list for funding targets, and update annually (Dean/Senior Associate Dean/Senior Director for Major Gifts Acquisition/College Development Officer). [AA3.1.1.B]

- By May 2015, annually recognize all donors giving at least \$50,000 to the College at an annual recognition event for them (Dean/ Senior Director for Major Gifts Acquisition/College Development Officer). [AA3.1.1.B]
- By May 2016, develop a donor wall for visually recognizing corporate partners and individual donors in the building.[AA3.1.1.B]
- By February 2014, develop CoB strategic list and contact plan that is updated annually. Dean/ Senior Director for Major Gifts Acquisition/College Development Officer/ Advancement Office).[AA3.1.1.B]