CY 2018 Goals – Dean

Development: We will move existing, short-listed prospects toward asks for endowments and identify prospects for annual President's Society gifts that can be converted to endowments within the next three to five years. We are working with several major gift prospects, as well as a single, early-stage-of-proposal prospect, for a legacy gift.

CoB Graduate Programs: The dean will work with the CoB graduate coordinators to create a multi-year enrollment plan and also review opportunities for potential new programs. This graduate program review will include a detailed analysis of Web site and Radius traffic from prospects, inquiry tracking, and careful allocation of internal advertising dollars to promote online graduate programs. We are on schedule to complete the teach-out of the RAFB MBA by spring 2019.

On-going and Multi-year Activities:

- Work with the CoB faculty and staff to execute the current CoB strategic plan and maintain faculty qualifications.
- Partner with the Provost to strategically allocate existing and new CoB faculty and staff resources.

CY 2017 CoB Strategic Plan Execution and Personal Activities

Development: GC moved into the public phase of a capital campaign in fall 2017; the CoB has been active in supporting campaign goals. Between April and December 2017 the CoB DO and dean received new scholarship commitments from five individuals, President's Society-level annual commitments from several others that may lead to endowments, and sponsorships from a number of local businesses. The CoB now has a sponsorship proposal template that has been approved by the Foundation office and is being used.

In August the CoB hosted visitors from the Georgia Film Academy and the local community in support of the Central State Hospital Local Redevelopment Authority (CSHLRA) outreach related to area economic development. We continue to explore sustainable and appropriate ways for the CoB to engage with the CSHLRA.

Personnel: CoB Strategic Plan Objective 5 focuses on faculty and staff development. The dean drafted a three-year hiring plan to anticipate retirements and to use as a basis for reviewing faculty resource allocation across the CoB.

Communications Plan: To support CoB Strategic Plan Objective 2, the dean developed a communication plan, which was reviewed by the CoB Advisory Board. The CoB received permission from the GC Alumni Office to modify their email template, which we use for distributing updates to various parties of interest outside the CoB. We are now executing that plan to communicate with our Advisory Boards, prospective donors, and members of the two forums. The CoB utilizes paid ad space in Facebook and LinkedIn to engage current students, alumni, and external audiences.

Programs: CoB Strategic Plan Objective 1 is concerned with academic programs. Since 2012, total CoB enrollment has grown from 1,400 to 1,800. According to the *Atlanta Business Chronicle* the CoB is the 6th largest business school in Georgia. Over the past five years the CoB has gained an additional 400 undergraduate students, a growth of 33% since the fall of 2012 (see Appendix A - Enrollment and Appendix B – number of graduates). During the past three years, Academic Affairs has provided funding to the CoB for four permanent lecturers, helped convert a lecturer to a TT line, and funded three new TT lines.

Graduate Programs: The CoB faculty agreed to shut-down the RAFB MBA program, with teach-out targeted for spring 2019. The reason for the shut-down was to eliminate an under-performing program, and move resources back to the main campus where we have experienced growth in undergraduate enrollment. Providing on-base support services is a challenge, hence a move off base is planned for fall 2018. The CoB has replaced some of the lost enrollment from the PT MBA with online graduate programs in logistics and information systems, but CoB graduate enrollment has essentially been level for the past several years. The CoB is ranked as follows by U.S. News (January 2018 rankings):

- The *Georgia WebMBA® at Georgia College* – Top 50 nationally and #2 online MBA in Georgia
- The *Master of Logistics and Supply Chain Management* – Top 15 nationally and #1 in Georgia for on-line, non-MBA graduate programs.

Additionally, according to the *TFE Times*, the CoB Master of Accountancy program is ranked 74th nationally and 2nd in Georgia. The MMIS program is ranked as a most affordable online program by *OnlineU.org*.

Graduate Recruitment: The CoB graduate programs team has been very intentional with recruiting across all CoB graduate programs. Our recruitment plan includes careful monitoring of graduate enrollment trends and deliberate student recruitment activities, such as:

- Banner ads, SEO, social media (LinkedIn, Facebook), and radio advertising for graduate programs
- A dedicated Web site for online graduate programs (www.makeyournextmove.org)
- Webinars hosted by the CoB graduate program director
- Booths at industry trade shows (e.g., GA Logistics conference – Atlanta, and WERC - Texas)
- Advertising the logistics program in industry trade publications
- Graduate school fairs, at GC and across the state of Georgia
- Online program recruitment at a national technology conference – the Grace Hopper Conference

Facilities: In summer 2017 we continued with modifications to the third-floor computer labs. We have made significant improvements to those labs over the past four years to accommodate the rapid growth in both the MIS and Computer Science majors and eliminate the 1980's furniture and room layouts. Upgrades to the ATK 202 conference room continue - new furniture in summer 2017, AV upgrade spring 2018; that space is regularly used by groups from across campus. Within the past five years all classrooms in Atkinson Hall have received new white boards, new instructor stations, new ceilings and lighting, and updated furniture, and have been repainted. During that same time period the building underwent a significant HVAC upgrade.

Office space in Atkinson Hall is at a premium with the most recent new hires; there are no unused faculty or staff offices in the building. Over the past several years the CoB has recovered or created 16 new faculty office spaces in Atkinson Hall by means such as: converting a mail room and a store room, reducing the size of the fourth-floor break room, changing a staff office space to a faculty office, splitting our part-time office, recovering space from the radio station, swapping office space with GC broadcasting, and turning under-utilized storage space into a conference room and three faculty offices.

CY 2017 CoB Highlights

Engagement: The CoB is successfully using alumni contacts, professional development activities, and advisory boards to bring students into contact with practitioners. Accounting, Information Systems, and Computer Science have moved professional development into coursework for their majors. Marketing uses external projects to promote client engagement. The GC Entrepreneurs Club brings in business owners to discuss enterprise formation. The Women in Technology Club hosts speakers throughout the year. Economics incorporates faculty-led student research into senior-level courses, leading to placements of their majors into graduate programs. The Womens Forum and Executives Forum allow the CoB to engage outside speakers with both the university and the community.

Students: Post-graduation placements remain strong, especially in Accounting, Information Systems, and Computer Science. The discipline-specific advisory boards continue to provide financial support to students for travel and for annual scholarships. For example, the IT Advisory Board funded student travel to the annual Grace Hopper Conference, a national meeting with 18,000 attendees this year. Employers from the accounting profession are active in the classroom and in providing annual scholarships. IS/CS and Accounting run separate, dedicated career fairs for their programs.

During AY 2017, as part of coursework for professional development, CoB students traveled to Chick-fil-A corporate offices, Thiele Kaolin Company, Accenture, Southern Company, Terrapin Brewing Company, Central Garden and Pet, The Georgia Ports Authority, and distribution centers for Ikea and Home Depot. Other student accomplishments included:

- Kevin Morris, one of our 2017 CoB Economics graduates, is in Macedonia on a Fulbright Scholarship.
- An all-female team representing the GC chapter of AIS placed second globally in data analytics at the *AmerisourceBergen* Analytics challenge during the 2017 AIS Student Chapter Leadership Conference.
- Students in Business Ethics partnered with *HomePortMaconGA* to assist with housing for homeless veterans, and to raise awareness of needs among other GC students and the broader community.
- This fall contestants in the initial round of the elevator pitch competition made their pitches face-to-face before a panel of judges. The top twenty pitched to GEICO managers at a company-sponsored luncheon.

Inclusive Excellence and Diversity: The CoB Diversity Action Plan (DAP) – Annual Work Plan was created by the CoB DAP team. The work plan identifies specific initiatives to improve diversity awareness among CoB faculty and students and support under-represented junior faculty.

- The CoB is a supporting member of the PhD Project (https://www.phdproject.org/). We use that resource as a way to publicize CoB faculty and administrative searches among diverse audiences.
- In summer 2017 the CoB hosted the 32nd annual Minority Youth & Business program, a week-long, residential experience (http://www.gcsu.edu/admissions/visitation-events/minority-youth-business). This year 45 high

school students learned various aspects of business, such as dressing professionally, etiquette, and developing a business plan during their week here on campus. Most years two or three participants apply to GC.

- Support the Grace Hopper conference (https://ghc.anitab.org/) is an additional aspect of diversity in the CoB as that experience enables females in computer science and information systems to meet other female role models.

Faculty: In the fall 2017 the CoB welcomed two new faculty members in Marketing, one in Accounting, and one in Business Law. Marketing is fully staffed for the first time in several years. We replaced a tenure-track business law and ethics faculty member, who left at the end of spring 2017, and hired a full-time lecturer in business law. The CoB was granted a new line for FY 2018 in Management/Logistics; during fall 2017 we hired into that line for a fall 2018 start. In the fall 2017 we filled a lecturer line in Marketing.

P&T Processes: AY 2017 was the second year the CoB tested use of external reviewers to support candidates for promotion to the rank of professor; during 2018 the college-level P&T committee will consider making the process a formal part of the CoB P&T document. The CoB P&T committee is also developing proposals for faculty review in response to the recommendations in the university-wide P&T Task Force report.

Faculty Awards: 2016-2017 CoB award recipients for university-wide awards were -

- Teaching Excellence Award for Department – The Department of Management Information Systems and Computer Science
- Excellence in Scholarship of Teaching and Learning - Dr. Brooke Conaway, Economics and Finance
- Excellence in University Service - Dr. John Swinton, Economics and Finance
- Laurie Hendrickson McMillan Faculty Award - Dr. Donnie Williams, Management

Think Independently. Lead Creatively.

C:\...\Documents\Annual Reports\Dean – College of Business – 2017 Annual Performance Evaluation – submission.docx

Appendix A: CoB Enrollment, by Program

CIP CODE	PROGRAM NAME	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
	BS/BA												
110701	BS - Computer Science	117	134	143	126	96	83	81	70	69	57	51	56
520601	BA - Economics	12	15	19	17	20	16	16	17	19	21	19	11
520601	BS - Economics	91	73	80	82	72	67	59	64	54	50	34	36
	BS/BA TOTAL:	220	222	242	225	188	166	156	151	142	128	104	103
	BBA												
521401	BBA - Marketing	422	445	454	405	338	277	298	278	268	299	296	261
520201	BBA - Management	352	395	368	363	402	394	387	307	279	292	311	290
520301	BBA - Accounting	223	214	219	219	212	185	190	184	168	157	135	141
111004	BBA - Mgmt Info Systems	169	142	125	84	81	61	63	54	57	63	57	63
5200101	BBA – G.Bus - deactivate 2010					4	10	29	151	252	249	215	208
	BBA SUB-TOTAL:	1,166	1,196	1,166	1,071	1,037	927	967	974	1,024	1,060	1,014	963
24010299 / 520101	BBA - Undecided	222	247	251	222	170	118	119	67	65	53	51	54
	BBA TOTAL:	1,388	1,443	1,417	1,293	1,207	1,045	1,086	1,041	1,089	1,113	1,065	1,017
	UNDERGRADUATE TOTAL:	1,608	1,665	1,659	1,518	1,395	1,211	1,242	1,192	1,231	1,241	1,169	1,120
	GRADUATE												
520101	MBA (Part-time + LMBA)	25	35	54	79	71	65	102	118	133	128	115	127
520101	WebMBA	42	47	45	52	41	40	42	43	36	26	14	
520203	MLSCM	79	76	52	47	43	59	77	86	75	77	52	70
521206	MMIS	35	26	26	21	13	15	15	16	22	15	16	20
520301	Macc	33	20	33	46	39	38	37	33	40	31	19	35
	GRADUATE TOTAL:	214	204	210	245	207	217	273	296	306	277	216	252
	COB TOTAL ALL PROGRAMS:	1822	1869	1869	1763	1602	1428	1515	1488	1537	1518	1385	1372

Appendix B: CoB – Number of Graduates, by Program

CIP CODE	PROGRAM NAME	2017	2016	2015	2014	2013
	BS/BA					
110701	BS - Computer Science	22	24	14	11	11
520601	BA - Economics	2	3	1	3	1
520601	BS - Economics	17	18	10	14	14
	BS/BA TOTAL:	41	45	25	28	26
	BBA					
521401	BBA - Marketing	112	91	92	72	68
520201	BBA - Management	112	100	126	102	128
520301	BBA - Accounting	51	53	52	42	40
111004	BBA - Mgmt Info Systems	37	20	24	24	10
5200101	BBA - Gen Bus - deactivate 2010	1	0	0	2	13
	BBA SUB-TOTAL:	313	264	294	242	259
	BBA TOTAL:	313	264	294	242	259
	UNDERGRADUATE TOTAL:	354	309	319	270	285
	GRADUATE					
520101	MBA (Part-time + LMBA)	18	35	38	28	54
520101	WebMBA	24	29	27	25	20
520203	MLSCM	21	20	19	28	23
521206	MMIS	11	10	8	6	10
520301	Macc	21	36	21	21	21
	GRADUATE TOTAL:	95	130	113	108	128
	COB TOTAL ALL PROGRAMS:	449	439	432	378	413