



GRAMBLING
STATE UNIVERSITY®

**College of
Business
Strategic Plan
2025-2031**



A MESSAGE FROM THE DEAN



At the Grambling State University College of Business, we have a proud history of cultivating a community of trailblazers, challengers and believers. Our alumni include Thomas Moorehead, the first African-American to own a full-service Rolls Royce franchise; Ira Wayne McConnell, Managing Partner of McConnell Jones LLP, the 2nd largest African-American owned CPA firm in the country; and Dr. Martin Lemelle, the 11th president of Grambling State University. These trailblazers reflect our history of nurturing students who reshape the world we live in.

As the world witnesses the rapid evolution of digital transformation, immersion of artificial intelligence and focus on entrepreneurship, the Grambling State University College of Business is already embracing this modern challenge. And, anchored to the focus of Grambling State University, the College of Business faculty are uniquely positioned to empower the next generation of business leaders to harness the potential of artificial intelligence (AI), in particular large language models and build businesses that are solving world and societal problems.

While tomorrow's leaders will need to be adept in AI and analytics, they will also need to be creative and ethical decision makers who dare to dream of what's next. We inspire an empathetic-driven approach to conflict resolution and serve as a hub at an institution where everybody is somebody.

In this moment — the changing world of business demands our intellectual innovation. **Grambling is the place** — the College of Business delivers a unique combination of critical thinking and culturally sensitive skills to enable students to achieve this vision. Our commitment to **Building What's Next** — will accelerate the College of Business as a premier business school in the world.

I am pleased to share with you the new strategic plan for the College of Business at Grambling State University. This living document will serve as our guide to driving impact in everything we do.

With gratitude,

A handwritten signature in black ink that reads "Derrick U. Warren". The signature is fluid and cursive, with a long horizontal line extending to the right.

Dr. Derrick Warren
Dean and Associate Professor of Management

BUILDING WHAT'S NEXT



"As an alumnus and former President. I have witnessed firsthand the University's dedication to providing students with transformative educational experiences. The College of Business plays a vital role in this mission by equipping students with the skills and knowledge necessary to succeed in the dynamic global marketplace."

Rick Gallot, President & CEO University of Louisiana System



"As an alumnus of this distinguished program, I am personally invested in seeing the College of Business thrive and continue its tradition of excellence. Please know that you have the Grambling State University administration's full backing as we move forward in this vital endeavor."

Martin Lemelle, Jr., D.B.A. President, Grambling State University



"The Grambling University Foundation remains fully committed to supporting the College of Business in its mission to deliver transformative education. Through scholarships, endowments, professorships, and strategic capacity-building initiatives, we are dedicated to ensuring the College has the resources needed to meet and exceed the rigorous standards of AACSB accreditation while continuing to foster social and economic mobility for its students."

Brandon Logan, Executive Director Grambling University Foundation



"By integrating advanced digital tools and resources into the curriculum, the College of Business prepares students not only to compete but to excel in their respective fields. The collaborative initiatives have led to the development of programs that encourage critical thinking, creativity, and problem-solving abilities."

Adrienne C. Webber, Dean, University Library



"My education at Grambling State, specifically within the College of Business, gave me a strong foundation for success. It equipped me with the skills and knowledge necessary to excel in leadership roles at P&G and Microsoft, Fortune 100 multinational corporations."

Dr. Tammy Richardson, National President, Grambling University National Alumni Association



"The education and guidance I received at Grambling's College of Business laid the foundation for my professional journey, equipping me with the knowledge, skills, and resilience necessary to succeed in the competitive accounting industry."

Ira Wayne McConnell, Managing Partner of McConnell Jones Accounting



"As Chair of the Advisory Board, I work closely with an exceptional group of alumni and industry professionals dedicated to advancing the College's mission. Together, we mentor students, create pathways from college to career, provide curriculum feedback, and ensure faculty and students remain informed about key industry trends. Our collaborative efforts also focus on engaging alumni to give back and support College programming and events, reinforcing a culture of success and sustainability."

Felicia Henry-Payne, CIA

Financial Services Consulting Executive - Ernst & Young, LLP
Chair, Grambling State University College of Business Executive Advisory Board

MISSION STATEMENT

The mission of the College of Business is to prepare students from historically different backgrounds and levels of preparation through experiential and classroom activities to become “career-ready.” Students shall be trained to apply critical thinking and problem-solving skills, knowledge of business functions, and technical and soft skills in a diverse, inclusive, ethical, and culturally sensitive global environment. The College of Business shall support faculty professional development and production of mission-relevant research. The College endeavors to have a positive impact in the business world and on society at large.



VISION STATEMENT

The COB's vision is to be a leading business school. We are dedicated to providing quality business, entrepreneurial, and technical education, research opportunities, career preparation, and entrepreneurial development to students and stakeholders from all backgrounds.

CORE VALUES

The COB is committed to maintaining a work environment that is conducive to:

- Faculty, Student, Administrative Staff, and Corporate ENGAGEMENT
- INNOVATIVE processes, programs, and teaching strategies
- Ensuring that activities are designed to IMPACT processes and stakeholders positively
- Fostering Inclusivity, Professionalism, Integrity, Accountability, Transparency and Collegiality

MAIN GOALS

The COB aims to:

- Enhance the student-centered culture
- Strengthen academic program quality
- Increase research productivity and impact
- Create an environment for student and faculty success
- Infuse innovation and technology into the fabric of the College

AACSB TABLE 2-1:

Strategic Initiatives and Funding Sources

Strategic Initiative	Alignment with Mission	Total Estimated Investment	Expected Source of Funds
Enhance faculty recruitment and retention strategies	Supports academic excellence and student success	\$500,000 per year	State funding, Internal budget, grants, alumni donations/ endowments
Promote and Support Professional Development through conference, training, and workshop participation in support of the respective college discipline and modality	Fosters a culture of continuous improvement	\$150,000	Internal budget, corporate partnerships, university funding, professional development grants
Introduce online delivery modalities for management and marketing majors	Aligns with the mission of delivering innovative teaching, research, and services in a diverse and global marketplace	\$200,000	State Funding, grants, university funding, tuition
Improve facilities, technology, and resources for faculty.	Enhance teaching and research capabilities	\$1,000,000	University budget, federal grants, private donors
Expand community engagement and partnerships.	Strengthens the university's impact and outreach	\$200,000	Grants, Internal Budget, Community funding, sponsorships

APPENDIX A:

Strategic Plan Outlook for 2025-2031

The following report resumes the COB strategic plan for the next six-year cycle. The outcomes from the 2020-2025 plan have been documented and most of the loops have been closed. In addition, the relevant components remaining have been interwoven into this plan. Though the strategic goals have slightly changed, the key components of the strategic plans are congruent and will flow seamlessly.

GOAL #1

Strengthen Knowledge Enterprise (Faculty and Curriculum) of COB

The College of Business at Grambling State University is dedicated to setting our students up for career success by delivering impactful educational experiences and strengthening the portfolio of highly qualified faculty.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>1.1. Employ highly qualified faculty and staff including 2 Accounting, 2 Marketing and 1 CIS Instructor during the 2025 – 2026 assessment year.</p>	<p>1.1.1. Utilize aggressive promotional strategies, track placement, and analyze effectiveness in driving quality candidates to apply.</p>	<p>1.1.1.1. Percentage increase of qualified faculty and staff</p>		
<p>1.2. Retain highly qualified faculty and staff at the AACSB minimum ratio (16) with a target of 18 or more on average during the assessment period.</p>	<p>1.2.1. Benchmark salaries with appropriate public record databases and develop criteria for implementing appropriate salary adjustments.</p> <p>1.2.2. Track faculty mentorships in each department; report mentorships in service areas of annual faculty activity reports.</p> <p>1.2.3. Continually gather data and use findings to develop a retention plan that can be implemented in the near and long term.</p> <p>1.2.4. Develop relationship with PhD project to facilitate pathway to terminal degrees</p>	<p>1.2.1.1 Internal strategy reports</p> <p>1.2.2 Dean Annual Report</p>		<p>COB Dean, Dept. Heads, Curriculum & Assessment Committee & faculty members, HR</p> <p>\$10,000 for (1.1-1.2)</p>
<p>1.3. Enhance and review curriculum annually to enhance relevancy and industry competitiveness</p>	<p>1.3.1. Evaluate and enhance business academic programs.</p> <p>1.3.2. Expand microlearning opportunities for increased student certifications</p> <p>1.3.3. Expand opportunities and financial support for students to participate in case competitions, professional clubs, and student organizations within COB.</p> <p>1.3.4. Expand pathway to a Grambling COB degree by creating online degree offerings in Marketing and Management offered through Grambling Global.</p> <p>1.3.5. Introduce MBA offering with a concentration in Artificial Intelligence & Analytics</p>	<p>1.3.1 Internal Review Report</p> <p>1.3.2 Dean Annual Report</p> <p>1.3.3 Dean Annual Report</p> <p>1.3.4.1 Program creation</p> <p>1.3.5.1 Program creation</p>		<p>Additional Faculty for Online and MBA Program; University, Grant and Title III Funding to launch with Tuition funding ongoing program.</p> <p>Estimated \$50,000 - for microlearning, case competitions, professional organizations.</p>
<p>1.4. Maintain succession plan for COB with annual reviews</p>	<p>1.4.1. COB will continuously identify critical roles necessary to maintain competitiveness.</p> <p>1.4.2. COB will nurture faculty in critical roles necessary to maintain competitiveness through career development plans aligned with COB organizational plans.</p> <p>1.4.3. COB will deepen pipeline opportunities by partnering with entities like The Tenure Project to aid in succession planning.</p>	<p>1.4.1 Internal report with Provost</p> <p>1.4.2.1 Internal report with Provost</p> <p>1.4.3 Dean Annual report</p>		

GOAL #2

Increase awareness of and recognition for Grambling State University College of Business as a premier business school

Rich in tradition and success, the COB seeks to differentiate ourselves in a competitive environment by authentically articulating our global impact. Through a unified brand story that resonates with our target audience, we aim to drive preference for the COB.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>2.1. Build a marketing and communications plan that advances COB objectives across target audiences by 2025-2026 assessment year.</p>	<p>2.1.1. Develop and introduce new external messaging strategy for COB</p> <p>2.1.2. Produce updated promotional collateral for COB.</p> <p>2.1.3. Launch external marketing campaign</p> <p>2.1.4. Increase production of content focused on COB research and elevate faculty as leaders and thought partners recognized by AACSB, NABA and industry/corporate partners</p>	<p>2.1.2.2. COB Brand Strategy</p> <p>2.1.2. & 2.1.3. Increase in student applications to COB</p> <p>2.1.4. Earned media placement, Web & Social Media Engagement</p>		
<p>2.2. Expand corporate mentorship program with five in the 2nd year of assessment, increasing to ten by 2031-2032</p>	<p>2.2. Pair students with alumni and professional organizations</p>	<p>2.2.1. Increase in student mentees who sign up</p> <p>2.2.2. Increase in professional mentors who opt in</p>		<p>COB Dean GSU Recruiting & Admission Office & COB faculty, etc.</p> <p>COB faculty & students</p> <p>COB faculty & Director of Career Services</p>
<p>2.3. Create a council of practitioners across accounting, computer information systems, entrepreneurship, management and marketing. By 2026-2027</p>	<p>2.3. Identify subject-matter-experts that guest lecture and provide insights into emerging industry trends to connect industry learnings into the classroom and curriculum</p>	<p>2.3.1 Dean produced annual report</p>		<p>Advancement/ University Communications</p> <p>External Marketing Agency</p> <p>2.1 (\$24,000)</p>
<p>2.4. Appoint a liaison in COB to collaborate with the Center for Career and Professional Development and the Council of Practitioners to enhance engagement with students and alumni by 2025-2026.</p>	<p>2.4.1. COB will appoint faculty or staff to serve this capacity.</p>	<p>2.4.1 Dean produced annual report</p>		

GOAL #3

Build Capacity & Enhance Financial Strength of College of Business

Our commitment to “building what’s next” is rooted in bringing a greater focus to expanding and enriching innovative learning and skill building opportunities that serve students, faculty, the university and community at-large.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>3.1. Develop opportunities to reimagine capacity building throughout the next review period.</p>	<p>3.1.1. Establish capacity to create student-run agency in tandem with the mass communications department</p> <p>3.1.2. Partner with external marketing agency for assistance and business development in creating student-run agency</p> <p>3.1.3. COB will select a faculty or staff member to serve as liaison with external marketing agency - Selected personnel will co-manage student-run agency, ensuring work is completed, project deadlines are met, and the student-run agency is fully operational.</p> <p>3.1.4. Establish internal professional services offering to provide all majors paid placement in other divisions across the university</p>	<p>3.1.1.1. Develop internal strategy</p> <p>3.1.1.2. Select external marketing agency and establish MOU for official partnership - outlined in Dean Annual Report</p> <p>3.1.1.3. Identify personnel to serve in capacity</p> <p>3.1.1.4. Develop internal strategy to offer professional placement services within the University for non-marketing and management majors - outlined in Dean annual report</p>		
<p>3.2. Secure sponsorships for faculty internships during the review period with a target of one per academic year for ongoing and sustained support and industry knowledge.</p>	<p>3.2.1 Utilize microcredentialing</p>	<p>3.2.1.1 Increase in student-offered certifications</p>		<p>COB Dean, COB Faculty, Advancement, Industry Stakeholder, External Marketing Agency, Community Leaders, Alumni, Office of Sponsored Programs, Mass Communications Department</p> <p>*Personnel needed and funded through Title III</p>
<p>3.3. Expand opportunities for alumni and corporate impact through endowment creation with a target of three for the review period.</p>	<p>3.3.1. Increase the amount of time that alumni spend with COB</p> <p>3.3.2. In tandem with the Foundation and Alumni Relations, create a Dinner with the Dean invite-only series in target markets to increase donations and expand relationships</p> <p>3.3.2. Create wall of recognition for endowments by 2026-2027 endowment year.</p>	<p>3.3.1.1 Dean produced annual report</p> <p>3.3.2.1 Increase in the funding from alumni directly attributed from dinners</p>		
<p>3.4. Expand revenue opportunities through grants, corporate sponsorships and fundraising starting the first review period year.</p>				

GOAL #4

Facilitate societal value and build relationships through innovation, and research

Innovation drives economic growth. The COB aims to emerge as a leader in equipping students from all backgrounds to pioneer new businesses and lead innovative organizations influenced by research on emerging technologies and practices conducted by our faculty.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>4.1. Increase grant funding awarded to COB YTY above the current year baseline (approximately \$100,000).</p>	<p>4.1.1. Partner with Office of Sponsored Programs to increase the amount of funded research</p> <p>4.1.2. Enhance incentive system to encourage faculty to pursue funded research opportunities</p>	<p>4.1.1.1. Percentage increase opportunities for student and faculty research.</p>		<p>Dean, Office of Sponsored Programs, HR, University Communications or External Marketing Agency</p>
<p>4.2. Foster a culture of premier intellectual contributions, where research and collaboration are the norm, and where faculty produce at least two impactful contributions in the next cycle.</p>	<p>4.2.1. Establish and maintain premier journal standards</p> <p>4.2.2 .Increase the number of scholarly articles submitted and published in premier academic journals</p> <p>4.2.3. Increase the number of faculty members who are invited to present research at other universities and at high profile research conferences</p>	<p>4.2.1.1. Percentage increase in the amount of published scholarly articles</p> <p>4.2.1. Percentage increase in the number of invitations and presentations</p>		
<p>4.3. Foster a culture where faculty and students engage with industry and create solutions that solve business, societal, and world problems yearly during each review year.</p>	<p>4.3.1. Aid students in attending pitch competitions</p> <p>4.3.2. Partner with service learning to ensure continuous focus and improvement.</p>	<p>4.3.3.1. Increase in traffic to the COB faculty related content on website or through earned media placement</p>		

GOAL #5

Increase Career Pathways & Enhance Career Readiness

Building what's next means taking a deliberate and collaborative approach to honor the intersection between identity and career, ensuring COB students have both the soft and hard skills to navigate any career path they take with confidence.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>5.1. Assess and evaluate the climate of career readiness for COB students through employer feedback and annual assessment.</p>	<p>5.1.1. Benchmark peer or aspirational institution best practices for incorporating career readiness into their B-School culture.</p> <p>5.1.2. Solicit COB Advisory Board feedback on career readiness priorities and hiring needs.</p> <p>5.1.3. Define COB-specific career readiness competencies that take into account the distinct needs and experiences of undergraduate students.</p> <p>5.1.4. Survey COB faculty to measure current inclusion of career readiness content within course syllabi.</p> <p>5.1.5. Assess COB students regarding career readiness.</p>	<p>5.1.1.1 Market Research</p> <p>5.1.2.1 Survey feedback & Focus Group Results</p> <p>5.1.3.1 Strategy Creation</p> <p>5.1.4.1 Survey feedback</p> <p>5.1.5.1 Survey feedback & focus groups</p>		
<p>5.2. Implement specific programming and resources to address student and alumni career readiness gaps within 2026-2028.</p>	<p>5.2.1. Create career readiness blueprints for undergraduate students.</p> <p>5.2.2. Develop specific programming and resources to address student career readiness gaps.</p> <p>5.2.3. Deliver and assess career readiness programming in both synchronous and asynchronous formats to support students and course instructors.</p>	<p>5.2.1 Strategy & Blueprint creation</p> <p>5.2.2 Programming & Dean Annual Report</p> <p>5.2.3.1 Programming & Dean Annual Report</p>		<p>Advancement, Career Services, COB Dean, Dept Heads, Faculty & Staff, GSU Alumni Affairs</p>
<p>5.3 Build and share a career readiness initiative to engage and educate COB faculty, staff and other stakeholders during 2025 - 2026 academic year.</p>	<p>5.3.1 Collaborate faculty and staff to implement new College-to-Career Blueprint across the COB</p>	<p>5.3.1.1 Programming & Dean Annual Report</p>		

GOAL #6

Impact Society through thought leadership in Entrepreneurship, Economic Empowerment and Business Innovation

Through an entrepreneurial ecosystem, the COB holistically unlocks human potential, empowers organizational and community leaders, fosters economic growth and creates meaningful job opportunities.



OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>6.1. Create an Entrepreneurship Center that provides resources in support of student and community stakeholders during the 2025 - 2027 assessment period</p>	<p>6.1.1 Establish Infrastructure: Develop a physical space for the Entrepreneurship Center by Q4 2025.</p> <p>6.1.2 Development: Create at least five educational programs/workshops focused on entrepreneurship by Q2 2026</p> <p>6.1.3 Partnerships: Form partnerships with at least ten local businesses and organizations by Q3 2026.</p> <p>6.1.4 Student Engagement: Increase student participation in entrepreneurship programs by 30% by Q4 2027.</p> <p>6.1.5 Community Outreach: Organize quarterly outreach events for community stakeholders, starting Q1 2026.</p>	<p>6.1.1.1 Space Utilization: Measure the occupancy rate of the Entrepreneurship Center space.</p> <p>6.1.1.2 Program Attendance: Track the number of participants in workshops and educational programs.</p> <p>6.1.1.3 Partnership Success: Evaluate the number of active partnerships and the outcomes of joint initiatives.</p> <p>6.1.1.4 Student Feedback: Conduct surveys to assess student satisfaction and perceived value of programs.</p> <p>6.1.1.5 Community Impact: Assess the impact of outreach events through attendance and engagement metrics.</p>		<p>Financial Resources: Budget for renovations, equipment, and operational costs of the Entrepreneurship Center.</p> <p>Human Resources: Hire dedicated staff, including program coordinators and marketing personnel.</p> <p>Educational Materials: Invest in curriculum development and materials for workshops and programs.</p> <p>Technology: Acquire necessary technology and software to support educational and operational activities.</p> <p>Marketing and Promotion: Develop a marketing strategy to promote the center and its offerings to students and the community.</p>
<p>6.2. Reactivate the Volunteer Income Tax Assistance Program at Grambling State for student and community support during the 2026 - 2027 assessment year.</p>	<p>6.2.1 Recruit and Train Volunteers: Recruit at least 20 student volunteers and provide IRS-certified training by Q2 2026.</p> <p>6.2.2 Program Awareness: Increase awareness of the VITA program among students and community members through marketing campaigns by Q3 2026.</p> <p>6.2.3 Service Delivery: Offer tax preparation services for a minimum of 200 clients during the tax season (January - April 2027).</p> <p>6.2.4 Partnership Development: Establish partnerships with local organizations and businesses to promote the VITA program by Q1 2026.</p> <p>6.2.5 Client Feedback: Implement a feedback mechanism to gather client satisfaction data by Q2 2027.</p>	<p>6.2.1.1 Volunteer Engagement: Track the number of volunteers who complete training and actively participate in the program.</p> <p>6.2.1.2 Outreach Effectiveness: Measure the reach and engagement of marketing efforts through social media metrics and event attendance.</p> <p>6.2.1.3 Client Statistics: Count the number of clients served and the total tax returns filed through the VITA program.</p> <p>6.2.1.4 Satisfaction Ratings: Assess client satisfaction through surveys, aiming for at least 85% positive feedback.</p> <p>6.2.1.5 Partnership Impact: Evaluate the effectiveness of partnerships by tracking referrals and joint initiatives.</p>		<p>Training Materials: Purchase or develop training materials and resources for volunteers.</p> <p>Marketing Budget: Allocate funds for advertising, promotional materials, and outreach events.</p> <p>Technology: Provide necessary software for tax preparation and client management.</p> <p>Facilities: Secure a location for tax preparation services that is accessible to students and community members.</p>

OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>6.3. Provide Financial and Digital Literacy Programs for students and community stakeholders for career post college and societal success annually.</p>	<p>6.3.1 Curriculum Development: Design and implement at least three comprehensive financial and digital literacy programs by the end of the academic year.</p> <p>6.3.2 Annual Workshops: Conduct a minimum of four workshops or seminars each year focused on specific topics within financial and digital literacy.</p> <p>6.3.3 Partnerships for Resources: Establish partnerships with local organizations and businesses to enhance program offerings and resources by Q3 each year.</p> <p>6.3.4 Targeted Outreach: Increase participation among underrepresented groups by 25% through targeted marketing and outreach initiatives.</p> <p>6.3.5 Skill Assessment: Implement pre- and post-program assessments to measure participant skill acquisition and improvement.</p>	<p>6.3.1.1 Program Attendance: Track the number of participants in financial and digital literacy programs and workshops.</p> <p>6.3.1.2 Participant Feedback: Collect feedback through surveys to assess participant satisfaction and perceived value of the programs, aiming for at least 85% positive responses.</p> <p>6.3.1.3 Skill Improvement: Analyze pre- and post-assessment results to quantify skill improvements among participants.</p> <p>6.3.1.4 Partnership Engagement: Measure the level of engagement and involvement from partner organizations in program delivery and support.</p> <p>6.3.1.5 Retention Rates: Monitor the retention of participants in follow-up programs or advanced workshops, aiming for a 50% retention rate.</p>		<p>Staff Support: Identify faculty or staff advisors to oversee program operations and volunteer coordination.</p> <p>Funding: Secure funding for program development, marketing, and materials through grants or institutional support.</p> <p>Educational Materials: Develop or purchase materials for workshops, including presentations, handouts, and digital resources.</p> <p>Technology Resources: Invest in necessary technology, such as software for digital literacy training and tools for financial simulations.</p> <p>Staff and Facilitators: Hire or allocate qualified staff and facilitators to lead workshops and programs, including guest speakers from relevant fields.</p>
<p>6.4. Sponsor, pursue and participate in Case, Hack-a-thon, Invention and Pitch competitions in support of experiential learning, real-world problem solving, entrepreneurship, economic development and brand recognition annually.</p>	<p>6.4.1 Increase Participation: Facilitate participation in at least five major competitions annually, including case competitions, hackathons, invention contests, and pitch competitions.</p> <p>6.4.2 Enhance Student Skills: Provide training sessions and workshops to prepare students for competitions, focusing on key skills such as problem-solving, teamwork, and presentation.</p> <p>6.4.3 Collaboration with Industry: Establish partnerships with local businesses and organizations to sponsor and support competition teams, aiming for at least three partnerships each year.</p>	<p>6.4.1.1 Participation Rates: Track the number of students participating in competitions and the diversity of disciplines represented.</p> <p>6.4.1.2 Skill Development Metrics: Assess improvements in student skills through pre- and post-competition evaluations or feedback surveys.</p> <p>6.4.1.3 Success Rates: Measure the number of awards, recognitions, or placements achieved in competitions each year.</p>		<p>Marketing and Outreach: Create a marketing plan to promote programs effectively to students and community stakeholders, utilizing social media, flyers, and local events.</p> <p>Funding: Allocate budget for registration fees, travel expenses, and materials needed for competitions and training sessions.</p> <p>Training Resources: Develop or purchase training materials, including workshops and coaching sessions tailored to competition formats.</p>

OBJECTIVES	STRATEGIES	PERFORMANCE MEASURES	EVALUATION	RESOURCES
<p>6.4. Cont.</p>	<p>6.4.4 Promote Brand Recognition: Increase visibility and recognition of the College of Business through successful participation in competitions and associated marketing efforts.</p> <p>6.4.5 Feedback and Improvement: Implement a feedback mechanism to gather insights from participants and stakeholders to improve future competition strategies.</p>	<p>6.4.1.4 Partnership Outcomes: Evaluate the effectiveness of partnerships by tracking engagement levels and contributions to competition teams.</p> <p>6.4.1.5 Brand Visibility: Monitor media coverage and social media engagement related to competition participation to gauge brand recognition growth.</p>		<p>Mentoring Support: Engage faculty or industry professionals as mentors to guide students in their preparation for competitions.</p> <p>Marketing Materials: Create promotional materials to highlight the College of Business's participation in competitions and achievements.</p> <p>Logistical Support: Provide administrative support for organizing participation logistics, including travel arrangements and team coordination.</p>
<p>6.5. Sponsor Faculty Development through participation in key entrepreneurial and innovation programs, such as Babson College, Morgan State FinTech, and Harvard Business School Case Workshops, during the assessment period.</p>	<p>6.5.1 Program Participation: Facilitate participation of at least 10 faculty members in entrepreneurial and innovation programs annually, such as those offered by Babson College, Morgan State FinTech, and Harvard Business School.</p> <p>6.5.2 Skill Enhancement: Ensure faculty members acquire new skills and knowledge relevant to entrepreneurship and innovation, demonstrated through post-program assessments.</p> <p>6.5.3 Curriculum Integration: Support faculty in integrating learned concepts into existing courses, aiming for at least three revised or new courses each year incorporating insights from these programs.</p> <p>6.5.4 Networking Opportunities: Encourage faculty to build professional networks by attending at least two networking events or conferences associated with these programs each year.</p> <p>6.5.5 Sharing Knowledge: Establish a platform for faculty to share insights and best practices gained from the programs with colleagues and students, with at least four knowledge-sharing sessions per year.</p>	<p>6.5.1.1 Participation Rates: Track the number of faculty members attending the entrepreneurial and innovation programs and measure diversity in disciplines.</p> <p>6.5.1.2 Post-Program Evaluations: Conduct surveys or assessments to evaluate the knowledge and skills gained by faculty members following their participation.</p> <p>6.5.1.3 Course Development: Monitor the number of revised or new courses created as a result of faculty participation in these programs.</p> <p>6.5.1.4 Networking Engagement: Measure the number of professional connections made by faculty during networking events, aiming for a minimum of five new connections per participant.</p> <p>6.5.1.5 Knowledge Dissemination: Assess the frequency and effectiveness of knowledge-sharing sessions, including participant feedback and engagement levels.</p>		<p>Funding: Allocate a budget for program registration fees, travel expenses, and accommodation for faculty attending these key programs.</p> <p>Professional Development Resources: Provide access to relevant literature, online courses, and other educational materials to supplement faculty learning.</p> <p>Administrative Support: Ensure administrative assistance for organizing logistics related to faculty participation and scheduling knowledge-sharing sessions.</p> <p>Mentorship Opportunities: Establish mentorship programs where experienced faculty can guide participants in applying what they've learned to their teaching and research.</p> <p>Marketing and Promotion: Create promotional materials to highlight faculty achievements and the benefits of their participation in these programs, enhancing the College's reputation.</p>



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