

Strategic Plan Summary for the College of Business, Engineering, and Technology

GOAL 1: Provide a High Value Education- The College of Business Engineering and Technology is committed to providing high value business programs which meet the needs of the region. We strive for excellence in teaching and student and stakeholder engagement throughout the curriculum. High-value is defined as high quality at an affordable price.			
Strategic Initiative	Linkage to University Plan	Linkage to College Mission	Current Status
1.A: Improve quality of programs	“As a university community, academic excellence is the cornerstone of our work, and we share a passion for providing our students with the highest quality education”	“a high-value education with an emphasis on the fundamentals of the disciplines”	<ul style="list-style-type: none"> • AOL process implemented curriculum comparison implemented incorporate experiential learning
1.B: Add enhancements for student engagement and experience	“We ... believe that an integrated academic and social experience that engages students, both inside and outside the classroom fosters persistence, graduation and lifelong learning.”	“The College is dedicated to providing a learning environment that engages students”	<ul style="list-style-type: none"> • Curriculum comparison implemented • Experiential learning adopted as QEP

GOAL 2: Increase Retention and Graduation – The College vision commits to preparing students for their chosen careers, and to develop their capacity for community involvement and leadership. Students will need to continue their education through to graduation to develop their true capacity for career success and community involvement and leadership.

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2.A: Create an engaging educational environment	“We ... believe that an integrated academic and social experience that engages students, both inside and outside the classroom fosters persistence, graduation and lifelong learning.”	Students’ degree of attention, curiosity, interest and passion will drive them to master fundamentals and prepare them for community involvement and leadership	<ul style="list-style-type: none"> • Certified a faculty member in experiential learning trained faculty in experiential learning submitted classes for EQ designation internship course added
2.B: Provide increased support and advising with both faculty and staff.	“Address students learning and scheduling needs and keep them on track for graduation”	Our regional focus requires that we service many first-time college students who may need additional help with process and academics	<ul style="list-style-type: none"> • Dedicated college advisors hired undergraduate and graduate program coordinators

GOAL 3: Grow, Evaluate and Refine Recruitment/Enrollment/Integration- The College of Business Education and Technology is committed to providing high value business programs which meet the needs of the region. As we meet those needs we will grow. As we grow we will have the capacity to better meet the needs. We strive for excellence in teaching and student and stakeholder engagement throughout the curriculum.

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3.A: Communicate an exciting and engaging educational environment that meets regional needs.	“As a first-choice institution... we will provide the best public undergraduate experience in Texas”	<p>Vision - first-choice institution for students</p> <p>Growth allows the scale to incorporate additional quality features and programs</p>	<ul style="list-style-type: none"> • Coordination with recruiting events formalized • Student Clubs formed • Start-up weekend
3.B: Make the recruiting process seamless and easy	“Develop agreements with our regional schools and community colleges to make the pathway from kindergarten to a university degree both visible and accessible.”	<p>To be a first-choice institution we must show excellence in all aspects including administrative and first impressions.</p> <p>Our regional focus requires that we service many first-time college students who are not fully versed in the College processes.</p>	<ul style="list-style-type: none"> • Articulation Agreements finalized • Governmental student loans and scholarships are now available prior to the start of the semester
3.C: Focus on academic programs needed by the region	“Develop and expand degree and certificate programs guided by the unique environment and the needs...within the region.”	Our region is unique in terms of needs and opportunities. We have a low level of higher education and have significant industry, transportation and logistics, forestry, agriculture and entrepreneurship in the area.	<ul style="list-style-type: none"> • Started Supply Chain Management • Started master of accountancy

GOAL 4: Share Expertise with Community – We are committed to engaging with local community groups and business to mutually progress the regional needs. We have the ability to greatly contribute to the community and the community has the ability to significantly enhance our programs.

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4.A: Invite the community to College sponsored events	Our relationship with the community is “reciprocal and demands that we, in turn, be a resource to our community, providing expertise to address local issues as well as opportunities for cultural and intellectual enrichment.”	The community sees the benefits and opportunity we offer and recommend us to students and local businesses. They are more likely to partner with us in programs that will benefit our students and to hire our graduates.	<ul style="list-style-type: none"> • Place participation • Start-up Weekend • Economic Outlook Dinner • Texarkana Gazette Articles
4.B: Engage and partner with local business groups.	“Become a first-choice partner of community organizations to meet community needs.”	We achieve our mission by engaging in an impactful way with all stakeholders and work with the community for regional advancement.	<ul style="list-style-type: none"> • Advisory Council meetings • Internships program implemented • TAMUT has adopted a service learning focus • Tours of businesses • Faculty have joined community/business boards

GOAL 5: Promote Professional Development Among Faculty and Staff- The College recognizes that a superior and engaged faculty is necessary to achieve all elements of our mission and vision. We are committed to clearly identifying faculty expectations and hiring and developing those who will deliver on teaching excellence, pedagogical and applied research and engagement with all stakeholders.

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5.A: Enhance intellectual contributions	“Provide support needed by our faculty to be effective and innovative teacher-scholars.”	“This mission is achieved through a faculty that is ...dedicated to pedagogical and applied research”	<ul style="list-style-type: none"> • Faculty qualifications guidelines based on College standards have been adopted.
5.B: Adopt best in class teaching methods	<p>“become a leader in the incorporation of high impact practices”</p> <p>“Expand problem-based learning”</p>	We state that we are “committed to teaching excellence” and will provide a high-value education.	<ul style="list-style-type: none"> • 11 faculty trained in QM • 23 classes as experiential learning classes • 1 class as service learning class
5.C: Recruit, develop and retain highly qualified and committed faculty, staff, and administrators.	“our faculty, staff and administration work together to ensure that learning and success are woven into the cultural fabric of the university....we are committed to being a true learning community”	It is important that we select faculty and staff who are dedicated to teaching <i>and</i> research as well as engaging with all stakeholders.	<ul style="list-style-type: none"> • In 2018 hired new tenure track accounting, management and MIS faculty. All fully qualified and experienced. • No faculty resigned during 2016-2018. One long-term colleague announced his retirement. • Mentorship program for new faculty implemented.