

STRATEGIC PRIORITIES

EMPOWERING STUDENTS

To provide students with the knowledge to succeed in their chosen field and ensure the development of skills in problem solving, ethical decision-making, communications, teamwork and leadership.

I

QUALITY STUDENTS

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

V

INTELLECTUAL CAPITAL

To produce primarily basic research that supports applied and pedagogical inquiry.

II

EXCEPTIONAL FACULTY AND STAFF

To attract, nurture, and retain faculty and staff dedicated to education, scholarship and the mission, vision and values of the UNT College of Business.

VI

RESOURCE ADVANTAGE

To actively pursue and secure external funding opportunities.

III

GOOD CITIZENSHIP

To engage in service to the College, University, professional fields, the State of Texas and the communities we serve.

VII

TECHNOLOGY-DRIVEN LEARNING

To continuously integrate technology throughout the College of Business to support undergraduate and graduate programs, research and service.

IV

LEARNING FROM HISTORY

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

VIII



STRATEGIC PRIORITY I EMPOWERING STUDENTS

To provide students with the knowledge to succeed in their chosen field and ensure the development of skills in problem solving, ethical decision making, communications, teamwork, and leadership.

Our primary focus as an educational organization is to build knowledge, expertise and professionalism in our students to give them a competitive advantage. In addition to technical and content knowledge, we seek to impart problem solving, ethical decision-making, communication, teamwork and leadership skills.

INITIATIVE I

Revise required business communication course (BUSI 3660) to enhance written and oral communication capability and require student to demonstrate these capabilities.

INITIATIVE II

Introduce and require three one hour (BUSI 1200, 2200 and 2300) professionalism sequence courses incorporating critical thinking/root cause analysis and professional development.

Dr. Dan Kim, Information Technology and Decision Sciences professor, was awarded more than \$1.19 million from the National Science Foundation as a co-principal investigator to improve cybersecurity learning and leadership through an integrated, multidisciplinary program.



INITIATIVE III

Incorporate instruction in ethics in every degree and review assessment to ensure coverage.

INITIATIVE IV

Improve career services experience for employers and students, including preparation, communication and quality of events.

INITIATIVE V

Evaluate, enhance and streamline Masters level program portfolio.

INITIATIVE VI

Develop a strategy for meeting the needs of satellite campuses in an effective and efficient manner.

INITIATIVE VII

Explore feasibility and strategy for an Executive/Professional Doctoral program.

INITIATIVE VIII

Incorporate professionalism & career development into all aspects of student experience.

INITIATIVE IX

Create global awareness and cross-cultural understanding through instruction and practice.

STRATEGIC PRIORITY II INTELLECTUAL CAPITAL

To produce primarily basic research that supports applied and pedagogical inquiry.

At the University of North Texas College of Business, we not only disseminate knowledge through teaching, we also develop new knowledge. Without this crucial activity, we will be lose our relevance as the world changes. Knowledge creation and synthesis are the fuel for future growth and the foundation for excellence in education.

INITIATIVE I

Revise promotion and tenure and merit guidelines to better articulate and incorporate research excellence, including both journal publications and externally funded research.

INITIATIVE II

Review journal list annually to insure impact and rigor.

INITIATIVE III

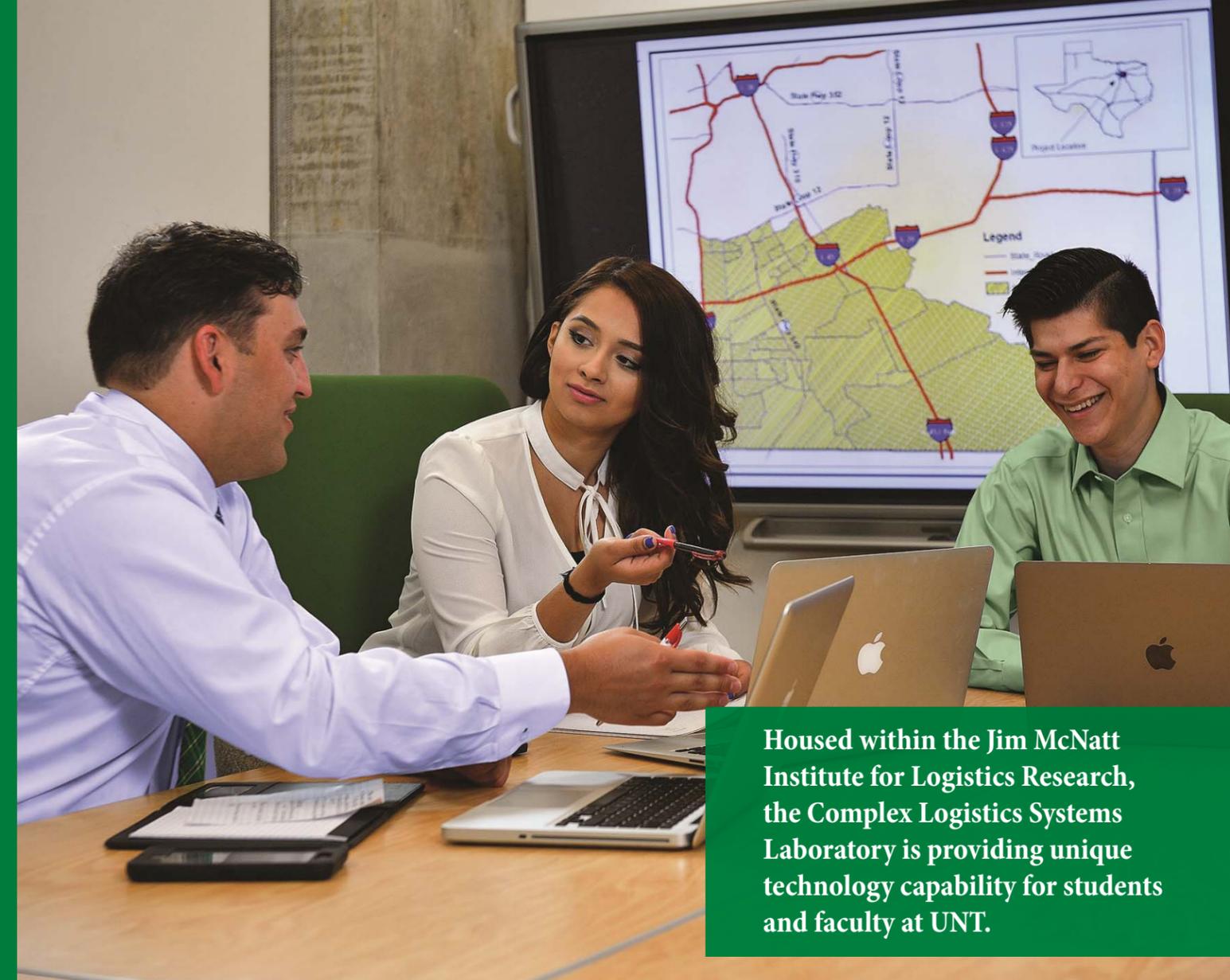
Revise workload assignments to more closely align with new merit and promotion and tenure guidelines.

INITIATIVE IV

Provide greater research support, including seed grants and other resources, with defined outcomes and expectations.

INITIATIVE V

Annually examine the adequacy of resources, such as library and electronic databases, and demonstrate link to research outcomes and classrooms.



Housed within the Jim McNatt Institute for Logistics Research, the Complex Logistics Systems Laboratory is providing unique technology capability for students and faculty at UNT.

INITIATIVE VI

Encourage and fund external research speakers in every discipline.

INITIATIVE VII

Identify research targets to qualify for external funds and provide support for successful submissions.

STRATEGIC PRIORITY III RESOURCE ADVANTAGE

To actively pursue and secure external funding opportunities.

Achieving our educational and research goals in a competitive environment requires resources. Tuition and enrollment-based state funding provide a floor, but are limited and inflexible. External funding is a significant need that we address through the following initiatives.

INITIATIVE I

Use College IDC to support funded research activities.

INITIATIVE II

Require faculty members to complete PIVOT registration to qualify for supplemental travel. This incentive ensures that they will be notified of externally funded research opportunities in their area of expertise.

INITIATIVE III

Develop structure to recognize funded research in the merit process.

INITIATIVE IV

Identify and obtain approval to recruit impact hires in each of the academic disciplines represented in the College.

INITIATIVE V

Conduct focus groups to help identify and connect faculty with common research areas that align with funding.

INITIATIVE VI

Encourage faculty engaged in funded research to convert research results into publications; encourage faculty who are acknowledged as experts in their field to seek external funding. Promote the concept that funded research and journal publications are synergistic activities.

INITIATIVE VII

Continuously identify and develop a pipeline of funding sources including alumni and corporate donors as part of development effort. Engage with potential and current donors so that they visualize and realize the impact of their gifts.

Insurance Council of Texas Education Foundation Check Presentation, 2017



STRATEGIC PRIORITY IV TECHNOLOGY-DRIVEN LEARNING

To continuously integrate technology throughout UNT CoB to support undergraduate and graduate programs, research, and service.

Technology is pervasive and constantly evolving. It affects how we live, learn and work. These initiatives ensure that we reach a technologically adept market effectively, and use technology strategically to enhance educational delivery and work efficiently.

INITIATIVE I

Develop specific recommendations for applying blended instructional platforms to increase enrollments and capacity utilization in the College.

INITIATIVE II

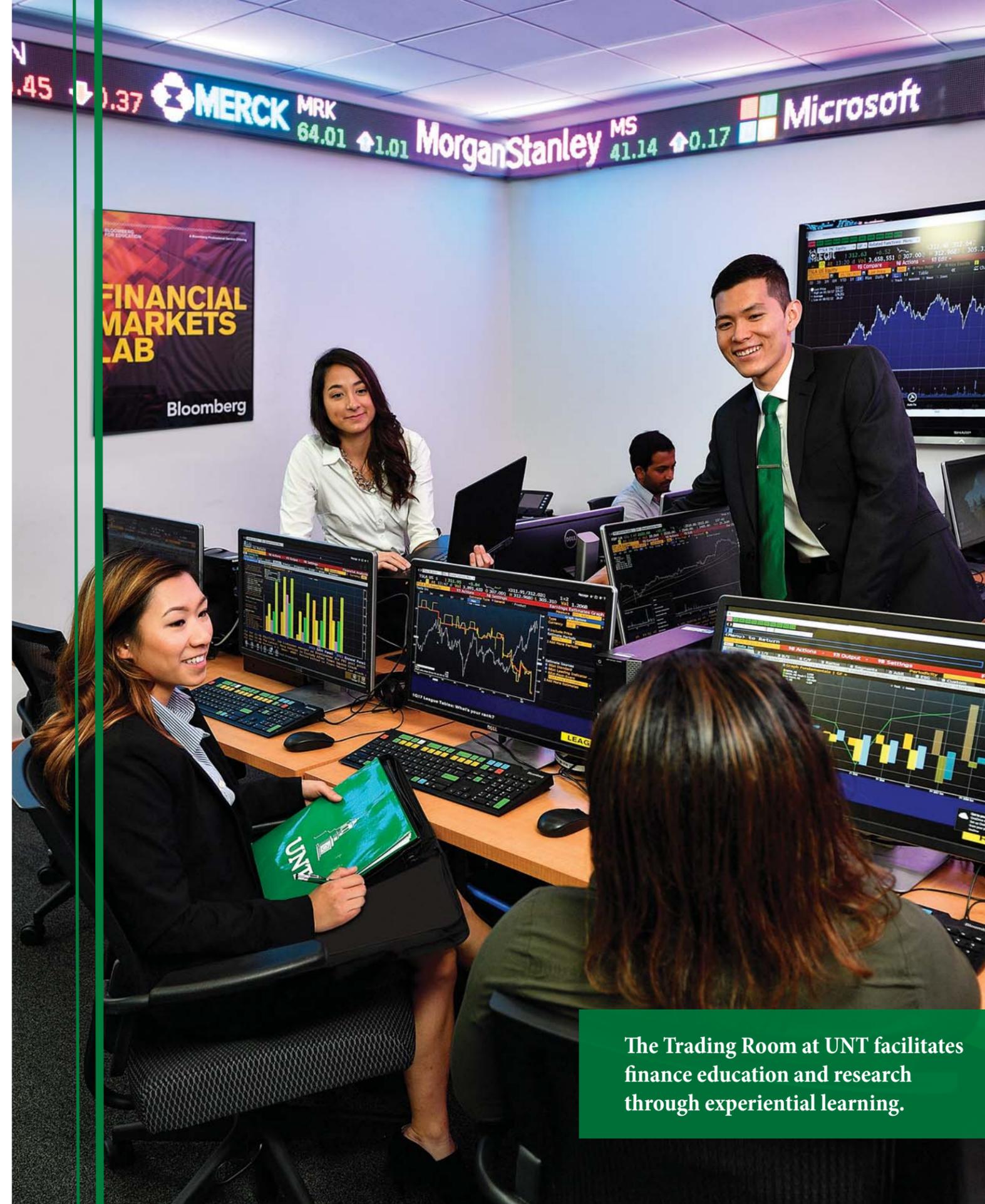
Develop and implement a pilot course for using technology for interactive classes at multiple locations.

INITIATIVE III

Develop a technology strategy, plan and vision for the College of Business.

INITIATIVE IV

Improve and maintain the College of Business website.



The Trading Room at UNT facilitates finance education and research through experiential learning.

STRATEGIC PRIORITY V QUALITY STUDENTS

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

While we educate everyone who seeks knowledge, we also strive to attract outstanding students. They help raise the bar and push all of us – faculty, staff and their fellow students – to do better. To achieve Strategic Priority V, the College of Business has embarked on the following initiatives.

INITIATIVE I

Create an inventory of existing scholarships, and determine the most effective use and award cycle.

INITIATIVE II

Actively pursue “Ph.D. Project” and other diversity recruiting initiatives.

INITIATIVE III

Encourage faculty to work with students (both undergraduate and graduate) on research projects.

INITIATIVE IV

Enhance advising, especially at the Masters level.

INITIATIVE V

Hire an undergraduate student recruiter to specifically target and recruit high-achieving students to the College.

INITIATIVE VI

Build faculty, student and alumni participation in student mentoring.

INITIATIVE VII

Increase the number of students and faculty participating in study abroad.

INITIATIVE VIII

Increase the number of students participating in for-credit internships.



Sonja Hightower, a first-year doctoral student and former lecturer in the UNT College of Business Department of Accounting, is the first person to be honored as a Grant Thornton Doctoral Fellow in Accounting.

STRATEGIC PRIORITY VI EXCEPTIONAL FACULTY AND STAFF

To attract, nurture, and retain faculty and staff dedicated to education, scholarship and the mission, vision and values of UNT College of Business.

We create value by supporting and empowering students through knowledge and skills resources. We also create new knowledge through research. To excel in these two core charges, we must attract, nurture and retain good, dedicated and caring faculty and staff. To achieve Strategic Priority VI, we have committed to the following initiatives.

INITIATIVE I

Develop programs for faculty and staff development, including training and professional mentorship.

INITIATIVE II

Develop programs to increase faculty and staff engagement and participation in the activities of the College.

INITIATIVE III

Develop and conduct team-building initiatives.

INITIATIVE IV

Nurture greater interaction between staff and faculty.

INITIATIVE V

Engage chairs as first-line leadership.

INITIATIVE VI

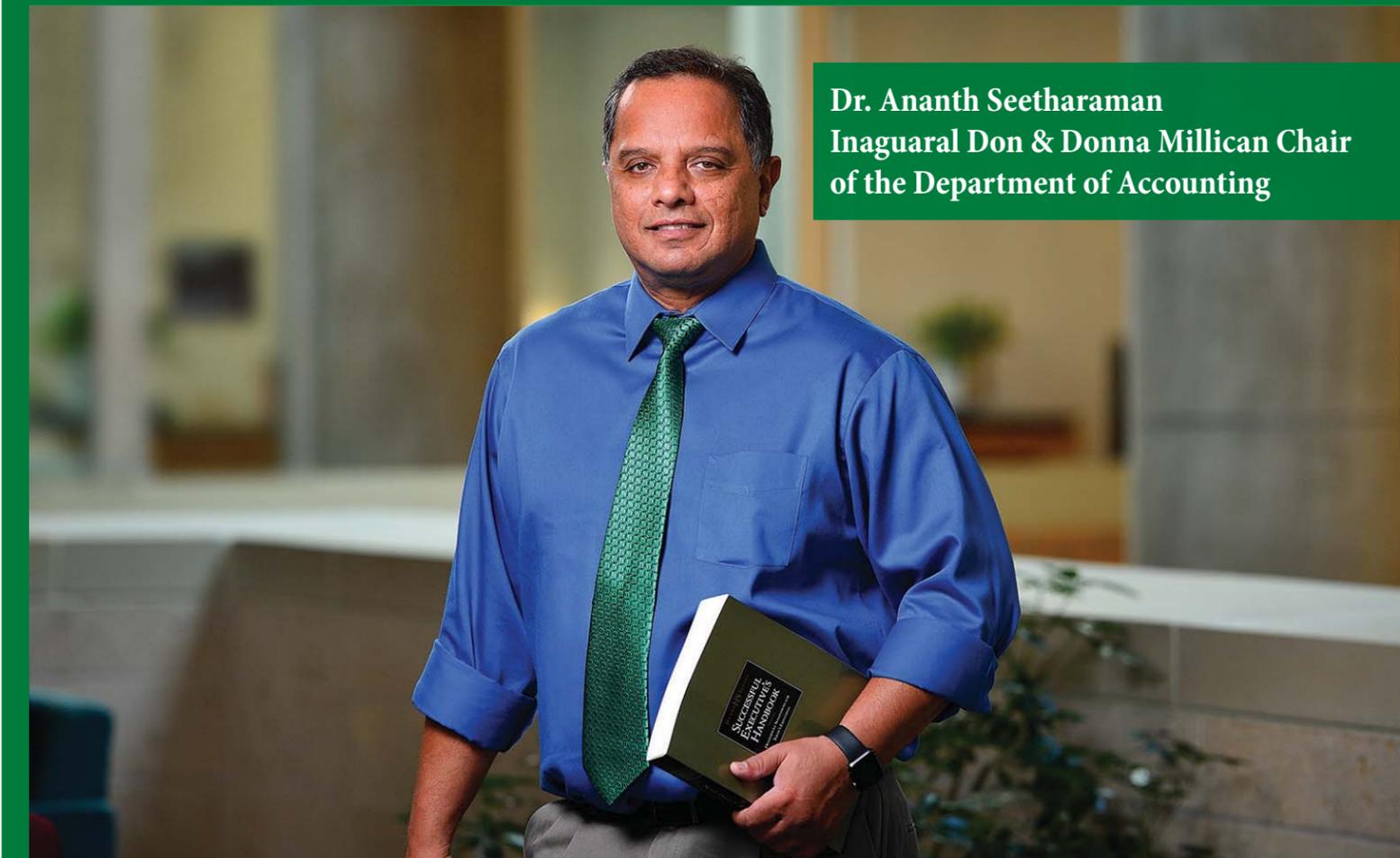
Identify opportunities for impact hires.

INITIATIVE VII

Develop resources to attract and retain faculty, including endowed chairs, professorships, grants and awards.

INITIATIVE VIII

Build intellectual capital by taking a portfolio approach to faculty hiring and deployment and emphasizing areas of excellence.



Dr. Ananth Seetharaman
Inaugural Don & Donna Millican Chair
of the Department of Accounting

STRATEGIC PRIORITY VII GOOD CITIZENSHIP

To engage in service to the College, University, professional fields, the State of Texas and the communities we serve.

As a major research university, we are obligated to support our community and our region. These initiatives encourage and demonstrate leadership through service.

INITIATIVE I

Build a faculty expertise directory with a specific purpose of identifying areas of excellence engaging different community stakeholders.

INITIATIVE II

Find opportunities to host at least one professional or academic conference every other year.

INITIATIVE III

Build an executive education and development program including both standardized and customized programs.

INITIATIVE IV

Encourage faculty and staff to volunteer within the community and serve on boards.

INITIATIVE V

Develop strong global partnerships that benefit students and faculty.

STRATEGIC PRIORITY VIII LEARNING FROM HISTORY

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

We embrace the future by learning from our past. Through the experiences of our alumni, we enhance the opportunities for our current students. When we connect with our alumni and bring them back, we celebrate their success, improve our curriculum through their feedback and support, and build our brand.

INITIATIVE I

Continue with initiatives and platforms where faculty can interact with alumni, and increase faculty participation by empowering chairs to assign attendees for key events.

INITIATIVE II

Continue to expand initiatives to bring alumni to Cob and UNT for continuing education, enhanced learning, and networking.

INITIATIVE III

Develop and continue to refine an accurate alumni database.

INITIATIVE IV

Identify and develop alumni-COB interaction forums as part of development initiatives.



**Telea Stafford ('03 M.B.A.),
president and brand strategy
director, Phenixx Marketing
and Media, LLC.**