

**REVISED 08/1/20**

**Harley Langdale, Jr. College of Business Administration (LCOBA)  
2018-2023 Five Year Strategic Plan**

**STRATEGIC GOALS**

**Strategic Goal #1: Recruit, retain, and graduate a successful, diverse student body**

No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Utilize remediation tools and other techniques to improve retention and graduation rates.</b>	a. Determine whether actions have been taken at the Recruitment and Retention Committee and department levels. b. Create Career Strategies Center to assist students with identifying career opportunities.	Student Engagement Center - \$205,000 Adjuncts - \$4,000 yearly Promotional Funding Vstate Experience \$3,500	Recruitment and Retention Committee Department Heads Career Strategies Coordinator	a. Planning/Development  b. Implementation
2	<b>Grow undergraduate enrollment by 2% per year (credit hours and student enrollment) and graduate enrollment by 5% (credit hours and student enrollment) per year, contingent on faculty funding.</b>	a. Determine growth rates of graduate and undergraduate enrollment. b. Develop marketing materials. c. Consider hiring a GA to monitor and update social media as needed. d. Identify responsible party for maintaining Facebook accounts for LCOBA, Enactus, Center for Business and Economic Research, and Entrepreneurship.	Partnerships with local and surrounding high schools. Counselors to participate in LOCBA events - \$5000 Development Officer-VSU Capital Campaign to fund faculty upgrades. Creation of an app for HS and community college counselors \$6000 to create.	RRC Executive Committee	a. Completed; Continuing Responsibilities Assigned  b. Completed; Continuing Responsibilities Assigned  c. Suspended  d. Completed; Continuing Responsibilities Assigned
3	<b>Ensure that curriculum content is appropriate for the degree programs and learning objectives, and align with LCOBA mission statement.</b>	a. Revise curriculum as needed.  b. Consider new majors, minors, and certification.	Faculty Business Advisory Board	Department Heads Advisory Boards	a. Completed; Continuing Responsibilities Assigned  b. Completed; Continuing Responsibilities Assigned
4	<b>Maintain and deploy a faculty sufficiency plan.</b>				

**5 Restructure instructional delivery, as necessary for all students, inclusive of non-traditional students, out-of-region students, and special needs and at-risk students.**

a. Increase offerings of online courses.

Utilize online/hybrid course development through VSU

faculty scholarship for

**Strategic Goal #2: Provide an environment of professional development and support**

No.	Objectives	Action Plans	Resources Required	Responsibility	Progress/Status
1	<b>Ensure that a well-documented and well-</b>				

5	<b>Create gift opportunities for donors to allow for investment in human capital of our faculty.</b>	a. Make education on the importance funding for LCOBA a focus through the monthly newsletter, soon to be magazine, regular donor meetings and stewardship of seasoned donors, tours of HSBA allowing us to tell our story, and discovery meetings with new donors.	LCOBA Business Adv. Bd. Accounting Adv. Bd. FTC Adv. Bd. Student Business Adv. Bd. Development Officer Capital Campaign	LCOBA Dean LCOBA Development Officer	a. Completed; Continuing Responsibilities Assigned
6	<b>Strive for increased faculty/staff participation in VSU's</b>				







**3 Maintain AACSB  
accreditation.**