

Strategic Priorities

COLLEGE OF BUSINESS ADMINISTRATION

1 *The College will be the school of choice for Nebraska students at all levels, a leading choice for students in the region and a strong choice nationally and internationally.*

This objective follows from our core value of students as our primary constituent and the college commitment to excellence in teaching. Our measurement targets include:

- a. An undergraduate program ranking in the top 15% of all accredited business schools (up from the current top 18%)
- b. MBA and MA programs that rank in the top 25% of accredited programs
- c. Doctoral programs that rank in the top 50% of their fields.

Our strategic plan notes that we will build areas of national recognition to help achieve these rankings through the priority programs identified in the University-wide process.

An extensive list of action items is identified in the CBA Strategic Plan. Progress to date on these items is maintained within the College as a part of their reaffirmation of accreditation process and is available upon request.

2 *The College and Departments will have a research ranking in the top third of its strategic peer group.*

This priority builds on the CBA core value of excellence in research and the complementary UNL values that stress the continuing pursuit of excellence and the establishment of research as the foundation of teaching and outreach.

Measurement will occur through regular monitoring of published research rankings.

Specific action items we have been pursuing to meet this objective include:

- a. Attracting a world-class researcher for each department.
- b. Making sure our tenure standards are comparable to those of top third of our strategic peer group.
- c. Rewarding of target journal publications through pay raises and research professorships.



d. Providing competitive research support for faculty.

3 *The College will be competitive in terms of faculty compensation and teaching/research expectations.*

This priority stems from the college commitment to overall excellence in teaching, research and outreach and the UNL core value to stimulate research and creative work.

This is tracked through the annual AACSB salary survey and AACSB Business School Questionnaire.

Actions to achieve this include:

- a. Raising of private funds to provide research and teaching awards.
- b. Developing policies and procedures to move towards variable teaching/research loads.
- c. Raising private funds for summer research stipends.

4 *The College will attract and retain a diverse faculty, staff and student body.*

Both College and University core values stress a commitment to a diversity in people and ideas.

Specific actions include:

- a. Increasing scholarship support for under-represented students.
- b. Identifying and targeting hiring candidates from under-represented groups.
- c. Targeting high school counselors for recruitment of under-represented students.

5 *The College will be in the top third of its strategic peer group in terms of funding:*

This priority reflects a challenge to have the resources to achieve the commitment to excellence that we strive for in our core values.

The objectives of the college and the challenges to the faculty and administration to achieve this goal include:

- a. Doubling grants and contract funding
- b. Doubling the value of the college endowment.
- c. Developing independent sources of income for the college through professional programs.

6 *The College will be a major provider within the NU system of business and economic expertise to the state, and a major source of advice nationally and internationally.*

This priority reflects our commitment to the University and College core value to engage and strengthen relationships with the external communities.

Actions taken in support of this objective include:

- a. The priority programs in the College which include the Gallup Leadership Institute, the Center for Economic Education, and the Bureau of Business Research that stress high levels of engagement with the external business and alumni groups.
- b. Supporting and rewarding faculty service in leadership positions

7 *The College will reaffirm faculty governance, especially in the areas of modifying existing academic programs, initiating new academic programs and revising academic and curricular priorities.*

This priority reflects our commitment to our core priority of high ethical and professional values and the University core value of challenging the members of the University community to make meaningful contributions to our values.

CBA has a history of a strong college-wide committee structure where faculty members have lead the College in the development of a journal quality and research standards, curricular change and assessment policies and instruments.

8 *The College will have an effective infrastructure (facilities, staff, technology, and student services) to support the attainment of its goals.*

This priority reaffirms our core values of a commitment to students as our primary constituents and overall excellence of the college.

Actions the College is exploring to meet this objective include the creation of undergraduate and placement coordinators within the college and leveraging faculty and staff resources in the College advising function.