

College Strategic Plan & Business Unit Links

College Strategic Plan	Business Unit Strategic Plan	Strategies
College Goal 1: One College	Business Unit Goal 1: Teamwork	<p>1.1 Continuity of instruction will be supported by low full-time Faculty turnover rates (excluding retirements, temporary assignments, and death), which will be maintained at or below 10% (College Strategies 1.2 and 1.4).</p> <p>1.2 Establish industry partnerships to enhance our BUSN and CITC capstone courses to provide students with an entry point into local business positions. Formal partnerships will be maintained with at least four area businesses to provide internships, training, and employment opportunities for students (College Strategy 3.4)</p> <p>1.3 Ensure Columbia State is current with industry challenges and match these with innovative course materials and dynamic curricula with assistance from the advisory boards, addressing modern trends in every advisory board meeting (College Strategies 2.2 and 5.2).</p> <p>1.4 Full time faculty will each engage in eight (8) hours of professional development activities per academic year (College Strategies 2.8 and 3.5).</p> <p>1.5 The business program will maintain their ACBSP accreditation (College Strategies 1.4 and 1.8).</p>
College Goal 2: Student-Ready College	Business Unit Goal 2: Student-Focused	<p>2.1 The Business Unit Associate Degree programs will be a top choice among declared majors at Columbia State (College Strategies 3.1 and 3.5).</p> <p>2.2 The number of business unit associate’s degrees awarded will remain at high levels (at least 10 per year per program, based on a 3-year average College Strategies 3.1 and 3.5).</p> <p>2.3 The percentage of students enrolled in Business Unit courses and earning grades of C or better will remain above the 70% level.</p> <p>2.4 Demand for Business Unit Courses will remain high (evaluated based on numbers of students enrolled in courses each semester).</p> <p>2.5 Embed High Impact Practices (HIPs) including industry certifications into Business Unit courses to improve student recruitment, success, and retention rates (College Strategies 1.2, 1.3, 2.8, and 3.1).</p> <p>2.6 Offer course schedules designed to match the needs of diverse student populations, such as the ongoing Business AAS “degree-in-three” initiative comprised of online, streaming, and evening course sections supporting the needs of non-traditional students (College Strategy 2.5).</p> <p>2.7 Provide workplace experiences for all AAS students through internships built into capstone courses, enhancing graduates’ resume’s for increased competitiveness on the job market (College Strategy 1.2).</p>

		<p>2.8 Maintain exceptional career placement rate for graduates; 90% graduation placement rate for AAS students, and a 70% transfer to 4-year university rate for AS students. AAS student placement rate is measured through a question of the AAS capstone courses.</p> <p>2.9 Enhance the student experience by creating a “best practices” guide for part-time and full-time instructors teaching online courses. The first edition of online teaching guide will be made available by January 1st 2024 with revisions being assessed each January and August (College Strategies 2.2 and 2.7).</p>
<p>College Goal 3: Serve the Community</p>	<p>Business Unit Goal 3: Community Engaged</p>	<p>3.1 Become a destination for businesses and organizations in Middle Tennessee for innovative business solutions and who want to engage our faculty and hire our students (College Strategy 3.4).</p> <p>3.2 Local transfer universities will be invited to participate in local campus wide transfer fairs once a year (College Strategy 3.6).</p> <p>3.3 Offer Guest Lecture Series each semester (College Strategy 3.6).</p> <p>3.4 As part of the campus wide Columbia State Summer Camp Program, each summer a camp will be offered specific to a business and computer science area (College Strategy 3.6).</p> <p>3.5 Increase awareness and enrollment of Columbia State's business program by co-developing Personal Finance with industry partners as a tool to grow the high school (dual enrollment) market. Formal partnerships will be maintained with at least two area businesses supporting the personal finance initiative (College Strategies 2.2 and 2.3).</p> <p>3.6 Build relationships with students throughout the student lifecycle and continuing as alumni for college engagement and support. We will maintain contact with 50% of our graduates for five years after the complete of their degrees (College Strategies 1.1 and 3.7).</p> <p>3.7 Program graduates will be well prepared with a broad-based education as indicated by performance on the college’s exit exam compared to the national average (College Strategies 1.1 and 1.3).</p>