SCHOOL OF BUSINESS AND INDUSTRY
STRATEGIC PLAN

Strategic Initiative 1: Enhance the Educational Program Quality, Access, Recruitment, Enrollment, Retention, Progression, & Graduation at the Undergraduate and Graduate Levels

Situational Context: SBI would like to become one of the top producers of African Americans with business degrees. In the current economic environment, while budgets are being slashed, and personnel and infrastructure are being stretched, there is tremendous pressure to provide the greatest possible return to a limited education dollar investment. Recruiting qualified, capable and motivated students, and facilitating their matriculation through our programs by providing those students with value for their education investment, is more important than ever.

Goal 1.1: Increase SBI Enrollment from 1100-1300 by 2015

Goal 1.2: Increase the retention of SBI students from 54% to 65% by 2015, by providing SBI students with the tools, degree programs and internship opportunities necessary to make them successful

Goal 1.3: Increase the retention of SBI students from 54% to 65% by 2015, by providing SBI students with the peer network, placement assistance, and financial skills necessary for them to succeed

Goal 1.4: Increase the retention of SBI students from 54% to 65% by 2015, by providing SBI students with a quality, relevant education that is accurately assessed and certified by the appropriate regulating authorities

Strategic Initiative 2: Acquire and Retain Necessary Institutional Resources (Human, Physical, Financial, & Technological)

Situational Context: To continue to develop and grow our capabilities, influence and reputation as a provider of quality business education, SBI must acquire and effectively utilize the necessary human, physical, financial, and technological resources. The acquisition and deployment of the necessary resources will be a key to SBI achieving its mission.

Goal 2.1: Increase resources available to SBI from Corporate and Alumni

Goal 2.2: Maintain qualified employees at all levels within SBI through fair and consistent application of hiring, training and promotion

Goal 2.3: Maintain a continually updated technological infrastructure and resources available to all SBI staff by 2010

Strategic Initiative 3: Extend SBI’s Business Expertise to Facilitate Economic Development beyond the University Community

Situational Context: SBI is committed to development activities to support local, state and international business development.

Goal 3.1: Extend business expertise to local and state communities

Goal 3.2: Extend business expertise internationally

Strategic Initiative 4: Expand Diversity and International Initiatives

Situational Context: SBI’s commitment to domestic and international diversity will aid the University in attaining its goals and contributing to the global society. Given the practical effect of “globalization”, SBI must prepare its baccalaureate and MBA graduates to emerge as future leaders in global business, industry, and commerce.

Goal 4.1: Expand SBI’s Diversity Initiatives

Goal 4.2: Expand SBI’s International Initiatives and Programs

Strategic Initiative 5: Clarify, Document and Establish Continuous Improvement for SBI’s Processes

Situational Context: Given the dynamic environment of higher education and recent challenges FAMU and SBI have faced, enhancing SBI’s accountability systems and reengineering specific business processes will make SBI more competitive in the future. Our stakeholders demand quality service and fiscal accountability.

Goal 5.1: Improve administrative processes throughout SBI

Goal 5.2: Improve the accountability processes within SBI

Goal 5.3: Improve communication within SBI, and between SBI and the University