Strategic Initiative 1: Enhance the Educational Program Quality, Access, Recruitment, Enrollment, Retention, Progression, & Graduation in the Accounting Program

Situational Context: SBI would like to become one of the top producers of African Americans with accounting 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: Continuously enhance the relevancy of SBI’s accounting program

Goal 1.2: Enhance SBI’s strategic recruitment and access to increase enrollment by:
   a) 15% in the pre-accounting major over the next 3-5 years
   b) 20% in the accounting program over the next 3-5 years

Goal 1.3: Increase the retention and progression rates of SBI’s pre-accounting students and accounting students, which should lead to a 10% increase in SBI’s graduation rates in 5 years

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 accounting 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 faculty, staff, and students

Goal 2.4: Increase SBI’s accounting research capability and productivity consistent with SBI’s mission and accreditation standards

Goal 2.5: Improve and maintain SBI’s facilities

Strategic Initiative 3: Extend SBI’s Business and Accounting 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 and accounting expertise to local and state communities

Goal 3.2: Extend business and accounting 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 accounting graduates to emerge as future leaders in the accounting profession and the field of accounting with accounting firms and global businesses consistent with the mission.

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 and accountability processes throughout SBI

Goal 5.2: Improve communication within SBI, and between SBI and the University