



Strategic Plan

Lutgers College of Business Strategic Plan
2016-2020

Background

In Spring 2015 the faculty met to conduct a SWOT analysis and evaluate the mission and vision of the Lutgert College of Business (LCOB). Discussion of the mission and vision continued at the fall college retreat in August 2015 (this session also included students and alumni). Shortly thereafter a Strategy Task Force consisting of representatives from all departments and lead by Associate Dean Vivek Bhargava was formed to use the input from these two sessions to draft a new mission and vision for the Lutgert College of Business.

The committee consisted of:

- Dr. Dee Burgess, Associate Professor, Accounting
- Dr. Steve Fraser, Associate Professor, Finance
- Marty Hall, Assistant Director, Professional Golf Management
- Eugene Hoyt, Instructor, Information Systems & Operations Management
- Lois Knox, Director, Small Business Development Center
- Andy MacDiarmid, Advising
- Maya Mirzoeva, Budget Manager
- Dr. Monika Renard, Professor, Management
- Dr. Christine Wright-Isak, Assistant Professor, Marketing
- Dr. Judy Wynkoop, Associate Dean

This task force met throughout 2015 - 2016, refining the vision, mission and goals and soliciting feedback from members of the College, students, alumni, Advisory Board members, and the community. The mission, vision, goals and objectives were finalized Fall 2016 and approved by the College faculty. During 2016 -2017, College leadership prioritized action items consonant with the Florida Gulf Coast University (FGCU) 2016-2021 Strategic Plan.

Vision

The Lutgert College of Business will be known for excellence in applied business education.

Mission

The Lutgert College of Business educates and engages students and businesses in a collaborative community. We offer high quality educational programs that prepare our students to thrive in their professional careers.

We accomplish our mission through:

- ◆ Delivering student-focused undergraduate business program with select graduate programs
- ◆ Teaching by qualified faculty who share their diverse experience with students and the community.
- ◆ Preparing students for careers through a relevant education that includes opportunities for active learning, internships, and community service.
- ◆ Building and strengthening southwest Florida business and community partnerships through internship opportunities, professional development, mentorship, and career recruitment programs.
- ◆ Fulfilling social responsibility through entrepreneurship, mentorship, internship, service learning, and active learning programs to benefit the region and its communities.
- ◆ Fostering personal and professional growth in an ethical and diverse environment.
- ◆ Valuing the creation and distribution of applied, pedagogical, and basic scholarship.

Goals

The Lutgert College of Business has identified four goals to further our mission. The Lutgert College of Business will:

- ◆ Engage students in learning activities that enhance their future careers.
- ◆ Facilitate research, service and professional development by providing an environment that nurtures academic excellence and encourages continuous improvement.
- ◆ Strengthen its community engagement and impact.
- ◆ Build its resources and support systems.

Each goal is accompanied by objectives that will be met by specific actions

Objectives

I. Engage students in learning activities that enhance their future careers.

The LCOB will offer market-relevant academic programs and experiences that will challenge students and prepare them to positively impact organizations and society.

Objectives:

- ◆ Provide students the skills, abilities and knowledge necessary to enter and progress in their chosen careers.
- ◆ Increase student involvement in research.
- ◆ Improve overall retention and graduation rates.
- ◆ Develop systems and processes to track post-graduation student success.
- ◆ Encourage underrepresented groups to explore business degrees.
- ◆ Increase student participation in international experiences and programming that provide them opportunities to deepen their understanding of culture and international business issues

II. Facilitate research, service and professional development by providing an environment that nurtures academic excellence and encourages continuous improvement.

The LCOB relies on the knowledge and dedication of all staff, faculty and administration to provide high quality programs, and strives to enhance their work environment as well as their contributions to the success of the college.

Objectives:

- ◆ Review, develop and improve curricula and programs on an ongoing basis to ensure market relevance.
- ◆ Increase scholarly and research impact.
- ◆ Attract, support and retain high-quality faculty.
- ◆ Increase support for professional development for faculty and staff.
- ◆ Maintain accreditation for all programs in the Lutgert College of Business.
- ◆ Improve the academic profile of students admitted to business majors.

III. Strengthen its community engagement and impact.

The LCOB maintains key advisory groups and supports business and community involvement in programs and the classroom. The College values contributions and service to the community.

Objectives:

- ◆ Enhance educational and engagement efforts with businesses and community.
- ◆ Expand alumni involvement with the College

IV. Build its resources and support systems.

Facing a challenging economy and declining financial support from the state, the LCOB must identify new ways to raise funds needed for program development, facility enhancement, professorships, and student learning.

Objectives:

- ◆ Expand existing endowments and secure new gifts.
- ◆ Identify sources of revenue for the college