



Strategic Plan

2017-2022



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 the following guiding principles:

- Delivering a 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:

- I. **Student Success:** Engage students in learning activities that enhance their future careers.
- II. **Academic Excellence:** Facilitate commitment to research, service and professional development by providing an environment that nurtures academic excellence and encourages continuous improvement.
- III. **Community Engagement:** Strengthen its community engagement efforts.
- IV. **Financial and other Resource Strength:** Build its resources and support systems.

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

Objectives and Actions

Goal I. Student Success: The Lutgert College of Business will 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. The College will implement programs that will focus on student retention, 4-6 year graduation rates, academic achievement, experiential learning, intellectual development, and job readiness.

Objectives:

- A. **Provide students the skills, abilities and knowledge necessary to enter and progress in their chosen careers.**
 - Action I-A-1: Establish a Lutgert College of Business (LCOB) Student Center for Professional and Career Success. (SS-4; AE 4-1)¹
 - Action I-A-2: Increase student participation in internships and cooperative learning experiences. (AE-2)
- B. **Increase student involvement in research.**
 - Action I-B-1: Expand opportunities for undergraduate research in collaboration with faculty. (SS-4; AE-6)
 - Action I-B-2: Provide funding for undergraduate research. (AE-6)
- C. **Improve overall retention and graduation rates.**
 - Action I-C-1: Finalize and implement co-curricular student Professional Development Program (known as EaglePro). (SS-2)
 - Action I-C-2: Implement initiatives to increase student success and reduce time to degree completion. (SS-1; SS-2)
 - Action I-C-3: Offer honors sections of core business courses. (AE-1)
- D. **Develop systems and processes to track post-graduation student success.**
 - Action I-D-1: Create a database of all LCOB graduates. (AE-4)
 - Action I-D-2: Maintain the currency and accuracy of the LCOB graduate database. (AE-4)
- E. **Encourage underrepresented groups to explore business degrees.**
 - Action I-E-1: Connect with local high schools with underrepresented groups. (SS-3; CEO-3)
 - Action I-E-2: Conduct summer business academy for high school students. (SS-3; CEO-3)
- F. **Increase student participation in international experiences and programming that provide them opportunities to deepen their understanding of culture and international business issues.**
 - Action I-F-1: Establish and maintain collaborations with business schools in strategic locations. (AE-7; CEO-1)
 - Action I-F-2: Include international modules in co-curricular student Professional Development Program (EaglePro). (AE-7)
 - Action I-F-3: Fund scholarships for students to participate in international exchange programs.

¹ Codes refer to the FGCU Strategic Plan 2017-22: i.e. SS-4 = Pillar Student Success, Objective 4

(AE-7)

Goal II. Academic Excellence: The Lutgert College of Business will facilitate commitment to 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. We value excellence in teaching, scholarship, and service to the college, university and the community.

Objectives:

A. Review, develop and improve curricula and programs on an ongoing basis to ensure market relevance.

Action II-A-1: Evaluate undergraduate and graduate curricula to ensure relevance, quality, and effectiveness. (AE-3)

Action II-A-2: Plan and implement a B.S. in Informatics with the Marieb College of Health and Human Services. (HS-4)

Action II-A-3: Plan and implement a Minor in Professional Sales in collaboration with the College of Arts and Sciences. (AE-3)

Action II-A-4: Review and update MBA Program. (AE-3)

Action II-A-5: Relaunch M.S. in Information Systems and Analytics. (AE-3)

Action II-A-6: Plan and implement a B.S. in Real Estate in collaboration with Florida International University (FIU) and Florida Atlantic University (FAU). (AE-3)

Action II-A-7: Support the planning and implementation of a B.S. in Construction Management in collaboration with the Whitaker College of Engineering. (AE-3)

Action II-A-8: Plan and implement a B.A. in Interdisciplinary Entrepreneurship. (ENT-1)

Action II-A-9: Plan and implement educational programs to support entrepreneurship across the university and within the community. (ENT-2; ENT-3)

Action II-A-10: Plan and implement a B.S. in Supply Chain Management. (AE-3)

Action II-A-11: Implement strategies to increase the number of LCOB online and hybrid courses. (SS-1; SS-2)

Action II-A-12: Plan and implement a B.S. in Global Management. (AE-7)

Action II-A-13: Review programmatic options for MS in Accounting and Taxation. (AE-3)

B. Increase scholarly and research impact.

Action II-B-1: Increase funding available for scholarly and research activities. (AE-6)

Action II-B-2: Incentivize research in high-impact journals. (AE-6)

Action II-B-3: Explore acquisition of research databases. (AE-6)

C. Attract, support and retain high-quality faculty.

Action II-C-1: Increase research support for new faculty. (AE-6; SS-3)

Action II-C-2: Increase research support for high-achieving scholars. (AE-6; SS-3)

D. Increase support for professional development for faculty and staff.

Action II-D-1: Increase staff professional development funding. (SS-1; SS-3)

Action II-D-2: Support faculty initiatives to improve their teaching. (SS-1; SS-3)

E. **Maintain accreditation for all programs in the Lutgert College of Business.**

Action II-E-1: Achieve AACSB reaffirmation.

Action II-E-2: Achieve ACPHA reaffirmation for the Resort and Hospitality Management (RHM) program.

Action II-E-3: Achieve PGA reaccreditation for the Professional Golf Management (PGM) program.

Goal III. Community Engagement: The Lutgert College of Business will strengthen community engagement efforts.

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:

A. **Enhance educational and engagement efforts with businesses and community.**

Action III-A-1: Maintain and enhance all advisory boards. (CEO-1; CEO-2)

Action III-A-2: Connect with local high schools. (CEO-3)

Action III-A-3: Host high impact community/regional events. (CEO-2)

Action III-A-4: Increase number of business courses incorporating service learning hours. (CEO-1; CEO-2)

B. **Expand alumni involvement with the College.**

Action III-B-1: Establish social media presence. (CEO-1)

Action III-B-2: Periodically meet with LCOB alumni to support student success programs and initiatives.

Goal IV. Financial and Other Resource Strength: The Lutgert College of Business will strengthen 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. We must engage the community to support the college financially so we may continue existing programs and implement new ones for our students, faculty and community. These programs will eventually contribute to the economic growth of Southwest Florida.

Objectives:

A. **Expand existing endowments and secure new gifts.**

Action IV-A-1: Work with University Advancement to increase dedicated and discretionary funding. (CEO-4)

Action IV-A-2: Work with University Advancement to increase student scholarships. (CEO-4)

B. **Identify sources of revenue for the college.**

Action IV-B-1: Explore the establishment of a School of Professional Development.

Action IV-B-2: Explore feasibility of adding market rate programs.

Action IV-B-3: Explore the possibility of adding professional certificate programs.