

Alvernia University Business Department

Strategic Plan Annual Progress Report

May 15, 2016

Faculty Member:

Indicate progress and or adjustments:

Mission Statement:

The Alvernia University Business Department is committed to providing equal opportunities for all students to acquire a global business perspective. Students develop the relevant knowledge, skills, abilities, and behaviors required of business professionals through academic and experiential learning, delivered by a faculty dedicated to excellence in teaching. Our business professors are devoted to providing students the challenges, experiences, and tools necessary to develop into ethical high-performers and reflective members of the international business community.

Suggested Changes:

Goal 1.

To provide quality instruction through the use of various teaching techniques designed to actively engage students in the learning process.

- To gain an understanding of differing instructional delivery systems available to professors and when they can be utilized.
- To utilize technology in the classrooms when it is available and appropriate.

Progress / Changes:

Training is being provided for “voice over Powerpoint” and Camtasia for online delivery. TB

Goal 2.

To provide quality advisement services to students so they can achieve their academic goals in a timely fashion.

Progress / Changes:

The department has developed a systematic advising system to track the participation of each business student. In addition, comprehensive notes and suggestions are recorded and maintained in the student file.

Goal 3.

To offer mentor-mentee relationships to students by demonstrating a genuine interest in them as people.

- To gain approval of the Advisory Board from administration to strengthen ties with community leaders.

Progress / Changes:

The executive in residence program was launched this year to strengthen ties between business students and community leaders. Ms. Andi Funk, CEO was the inaugural EIR.

Goal 4.

To provide community awareness of the excellent programs offered by the department through presentations and conversations.

- To assist in the recruiting process by contacting students, attending open houses, and prospecting in K-12 schools thereby assisting the enrollment management department.

- To offer programs and support for community organizations and businesses which provide topical information and ultimately will help to recruit students.

Progress / Changes:

Faculty members participated in all open houses offered by the admission department.

The executive in residence program was launched this year to strengthen ties between business students and community leaders. Ms. Andi Funk, CEO was the inaugural EIR.

Professor Berger delivers a classroom presentation annually at Alvernia's Accepted Students Day program. The "Mock Lecture" simulates the learning environment fostered by Alvernia's

Business faculty with presentation topics varying from year to year. The average attendance for the event is 25 prospective students.

Goal 5.

To assist the Dean of Enrollment Management in obtaining an adequate number of business students to maintain existing programs.

- To develop non-curricular programs for business students, allowing them to develop a bond with the program.

Progress / Changes:

The department launched Healthcare Administration as new majors this year.

The department has submitted information regarding a Business lab to the Provost's office.

Created and designed non-credit programs for community businesses and organizations. These include Service Access & Management, East Penn Manufacturing, and Stevens & Lee.

Goal 6.

To offer new curricular ideas to improve and strengthen the business department programs including cooperative efforts with other departments such as CIS, English, and Education.

Progress / Changes:

The department voted to require a 1 credit internship and to revise BUS 438 into three 1 credit courses that span their academic time at Alvernia University. This new design will help strengthen the connection between academic theory and practical application as well as improve the assessment collection and evaluation process.

Goal 7.

To maintain quality academic teaching through currency and research.

- To maintain currency through study via continuing education, individual study, and research.

Progress / Changes:

Dr. Ballantyne completed 25 continuing education credits through Noble Education in order to maintain his license.

Dr. Ballantyne co-presented and co-authored an article on Mentoring, Managing and Motivating online faculty. The paper was presented at the Chair's conference in Charleston, SC.