



Student Enrollment and Success Plan: 2014-2017

Department: Management, Information Systems and Business Education

Department Chair: Herschel N. Chait

Department Mission: The department's mission is to contribute to the professional education of ISU students by offering courses and majors in Management, Management Information Systems and in Business Education.

Department Enrollment Goal(s):

Grow enrollment of department majors /SCHs by 1.5% each year to Fall 2017.

Action Steps (with dates & person(s) responsible):

- A. Maintain connections with the Indiana Business Education Association which represents teachers of business in Indiana high schools. Begin date: Ongoing
- B. Develop brochure targeted at non-business majors to publicize programs and courses open to non-business majors. Begin date: Fall 2014
- C. Participate in various open preference information programs to make undecided Freshmen aware of opportunities in the department. Begin date: Fall 2014
- D. Faculty works with admission office to call admitted students with SAT of at least 1000 who expressed interest in majors in department. Begin date: Fall 2014
- E. Review online course offerings to determine where expansions are worthwhile. Begin date: Fall 2014

<i>Total Enrollment Benchmarks</i>	Fall 2013 Baseline: 531/7361	Fall 2014: 539/7571	Fall 2015: 547/7385
	Fall 2016: 555/7697	Fall 2017: 563/7812	

Other Enrollment Related Benchmarksⁱ

None

Department Retention Goal(s):

The goal is to increase retention to 70% by Fall 2017.

Action Steps (with dates & person(s) responsible):

- A. Strengthen student groups so that students have a social connection to the department. Begin date: Fall 2014
- B. Design extra-curricular social activities for majors in the department. Begin date: Fall, 2014
- C. Identify students who leave major to determine reason for leaving. Begin date: Fall, 2015
- D. Develop system for identifying at risk students so that they can receive intensive advising. Begin date: Fall 2014

- E. Identify classes with high DFW rates, analyze the reason for the high rate, and identify strategies to improve the situation. Begin date: Fall 2014

<i>Retention Benchmarks</i>	Fall 2013 Baseline:	Fall 2014:	Fall 2015:
	61%	64%	66%
	Fall 2016:	Fall 2017:	
	68%	70%	

Other Retention Related Benchmarks

None

Department Completion Goal(s):

Increase four-year graduate rate from a five year average of 29.5% to 45% by 2017.

Action Steps (with dates & person(s) responsible):

- A. Action steps that have already been taken to achieve the goal
 - a. BUS 321 was changed to BUS 221 so students can take this required course earlier in the program
 - b. Admission requirements to full status in the College of Business were reduced in length
 - c. Plan has been developed to demonstrate that all majors can be completed in six semesters
- B. Solicit input from Juniors and Seniors to better understand the barriers to 4-year graduation. Begun in Fall 2013 and continuing to Spring 2014
- C. Train faculty in the use of MySam so that it can an effective tool in identifying when student go off-track with regard to graduation. Begin in Spring 2014

<i>Completion Benchmarks</i>	Fall 2013 Baseline:	Fall 2014:	Fall 2015:
	38%	39%	40%
	Fall 2016:	Fall 2017:	
	43%	45%	

Other Completion Related Benchmarks

None

Post-College Achievement Goal(s) (e.g., employment & graduate school):

Increase the percentage of students who are employed or attending graduate school within six months post-graduation by 2% annually.

Action Steps (with dates & person(s) responsible):

- A. Investigate the use of social media as a way of remaining in contact with our graduates and learning about their post-graduation achievements. Begin date: Fall 2014
- B. Work with Career Center to encourage early career planning. Begin date: Fall 2014
- C. Work with Career Center to identify potential employers who may be brought to campus to recruit students for employment and/or internships. Begin date: Fall 2014
- D. Develop a plan for disseminating information about graduate degrees and programs in the business area and working to advise appropriate students to apply for those programs. Begin date: Fall 2014

<i>Employment & Graduate School Benchmarks</i>	Fall 2013 Baseline:	Fall 2014:	Fall 2015:
	N/A	Baseline Set	+2%/+2%
	Fall 2016:	Fall 2017:	
	+2%/+2%	+2%/+2%	

Other Goal(s) and Action Stepsⁱⁱ:

None

ⁱ *Note on Other Enrollment, Retention, and Completion Benchmarks:* Departments are encouraged to develop other benchmarks as may be relevant to measuring progress toward goal achievement.

ⁱⁱ Departments may have other goals that do not fit into the four areas previously indicated or adequately subsumable as an action step within one of the four goal areas. They may be placed here.