


SOULES COLLEGE OF BUSINESS
STRATEGIC PLAN 2020-2023
ACCOUNTING, FINANCE, BUSINESS LAW,
COMPUTER INFORMATION SYSTEMS,
MANAGEMENT AND MARKETING



Goal	Objective	Tactics	Measure of Success	Resources Needed
ENGAGE LEARNERS IN LEARNING ACTIVITIES THAT WILL ENHANCE THEIR FUTURE CAREERS	LAUNCH “COMPLIANCE AND DIVERSITY” AND “LEGAL PERSPECTIVES CERTIFICATES”	Identify need for the certificates and design program to meet demand	Fall 2021 – needs identified	None
		Create new courses and get certificate curriculum approved	Spring 2022 – curriculum approved	None
		Hire faculty needed to deliver the certificate	Summer 2022 – faculty hired	1 tenure-track or tenured professor Source: Academic Affairs \$ 130,000
		Launch certificates	Fall 2022/Spring 2023	None
	ALIGN BBA ACCOUNTING CONTENT TO ACHIEVE IMA ENDORSEMENT	Create course mapping linking IMA content requirements to current curriculum	Fall 2019-Spring 2020-completed mapping that identifies relevant courses and potential gaps	None
		Revise courses as needed to close gaps identified in “1.” above	Revised course titles, descriptions, syllabi	None
		Get curriculum revisions from “2.” above if needed	Curriculum revisions approved	None
	REVIEW AND ALIGN UG AND MACC CURRICULUM TO CPA EVOLUTION MODEL CURRICULUM.	Map CPA Evolution Model Curriculum to current UG and MAcc programs	Fall 2021-course mapping completed	None
		Identify gaps in curriculum and determine if course curriculum changes needed	Spring 2022-needed changes identified	None
		Submit changes via curriculum management portal for approval	Fall 2022-changes approved	None
	SECURE HOMELAND SECURITY APPROVAL FOR STEM MACC AND MS FINANCE PROGRAMS	Research other STEM-approved programs to determine what courses are required	Spring 2022-research completed	None
		Make changes and get curriculum approvals, if needed	Fall 2022-curriculum approved	None
		Apply for approval.	Fall 2022-approval received	None
		Launch program and marketing	Spring 2023-Fall 2023	
	LAUNCH “MS FINANCE” PROGRAM	Identify need for MS program and design program to meet demand	Summer 2022-research completed	None

Goal	Objective	Tactics	Measure of Success	Resources Needed
			Program designed	
		Create new courses and get program curriculum approved	Fall 2022	None
		Submit program approvals to UT System Board of Regents and the Texas Board of Higher Education (if needed)	Fall 2022/Spring 2023	None
		Launch program and marketing	Fall 2024	1 new Finance faculty – Source: Academic Affairs \$ 190,000 - \$ 200,000
	LAUNCH UG AND GRADUATE “CERTIFICATES IN DATA ANALYTICS AND CYBERSECURITY”	Identify courses in each	Fall 2021-courses identified	None
		Get curriculum approvals	Fall 2022 – curriculum approved	
		Launch	Fall 2023	None
	LAUNCH “MS IN CYBERSECURITY AND DATA ANALYTICS”	Identify need for MS program and design program to meet demand	Spring 2021	None
		Get Curriculum approvals	Fall 2021- curriculum approved	None
		Submit program approvals to UT System Board of Regents and the Texas Board of Higher Education	Spring 2022-approvals received	None
		Hire faculty needed to deliver the degree	Fall 2022-faculty hired	2 new faculty (either tenure-track/tenured or other) – Source: Academic Affairs \$ 400,000 - \$ 450,000
		Launch program	Fall 2022/Spring 2023	None
	LAUNCH UG SALES, DIGITAL MARKETING, MARKETING ANALYTICS, RETAILING CONCENTRATION/CERTIFICATE	Identify and create new required courses for each concentration/track	Fall 2020-courses designed	None
		Get curriculum approvals for individual courses	Fall 2020-curriculum approved	None
		Teach approved courses for the first time	Spring 2021- courses taught	None
		Process curriculum approvals for formal concentrations/tracks	Fall 2022	None
		Formally launch the 3 concentrations/tracks	Spring 2023	None

	LAUNCH "MS IN MARKETING"	Identify market demand for the program and design program to meet demand	Fall 2022	None
		Create new courses and get program curriculum approval	Fall 2022	None
		Submit program approvals to UT System Board of Regents and the Texas Board of Higher Education (if needed)	Fall 2022/Spring 2023	None
		Launch program	Fall 2023	Unfreeze Tenure-Track Marketing faculty line Source: Academic Affairs \$ 150,000 - \$ 160,000
EXPAND OPPORTUNITIES FOR LEARNERS AND FACULTY TO ENGAGE THE COMMUNITY	INCREASE OPPORTUNITIES FOR BAP AND FMA TO ENGAGE WITH THE COMMUNITY AND WITH REGIONAL AND NATIONAL AFFILIATES	Send BAP representatives to regional and national conferences	Fall 2019-# of student attendees to regional and national meetings	Source: Academic Affairs (co-curricular funds and student success funds) + fundraising by the student organization
		Host a retreat for faculty and MAcc students to build community. Provide "swag" and plan a day trip.	Fall 2019-Spring 2020- Retreat held # of students and faculty attendees	Source: Academic Affairs (student success funds)
		Host a "Meet the Faculty" event for faculty and students to build community. Provide "swag".	Fall 2019-Spring 2020- Event held # of student/faculty attendees	Source: Academic Affairs (student success funds)
	START A MINORITY STUDENT ORGANIZATION IN BUSINESS	Identify faculty advisor(s)	Fall 2019-Faculty advisor(s) identified and agree to serve	None
		Recruit interested students	Fall 2019-Spring 2020- # of students to sign up at organizational meeting	None
		Take necessary steps to be recognized as a student organization	Spring 2020-Fall 2020- Recognized by Student Life and Leadership	None
		Take necessary steps to be affiliated with appropriate regional and national organizations	Fall 2020-Spring 2021- Affiliated with NABA and ALPFA	None
	SECURE GIFT TO NAME THE FINANCIAL ANALYTICS LAB AND TRADING FLOOR, ESTABLISH A STUDENT-LED INVESTMENT FUND AND FUND TWO PROFESSORSHIPS,	Identify potential donor	Fall 2021-Donor identified and approved by Dean	Source: Dean and Chair fundraising \$ 1,000,000

	ONE IN ACCOUNTING AND ONE IN FINANCE			
		Identify amounts and use of funds and prepare video proposal	Fall 2021-Proposal prepared	
		Secure approval to present	Spring 2022-Presented	
	SECURE FUNDING FOR NAMED PROFESSORSHIP OF ACCOUNTING	Present idea to Accountancy Advisory Council for their input	Fall 2021-Task force established	Source: Dean and Chair fundraising \$ 100,000
		Invite potential donors to lunch to pitch idea	Fall 2021-Luncheon held	None
		Follow-up with invitees to solicit gifts	Spring 2022-Ongoing-\$50,000 raised	None
		Secure primary matching donor	Summer 2022-Donor identified	None
		Once primary donor and \$50,000 raised, go public with emails and crowdfunding	Fall 2022-\$100,000 raised	None
	SECURE FUNDING FOR NAMED SCHOOL OF ACCOUNTING OR SCHOOL OF ACCOUNTING AND FINANCE	Identify potential donors(s)	Summer 2022-Donor or donors identified	None
		Prepare gifting proposal	TBD-Proposal prepared	None
		Present proposal and secure gift	TBD-Sufficient gift (\$2 – 5MM ?) pledged	None
	ESTABLISH (COMPUTING) SPEAKER SERIES	Identify speakers	Fall 2022 Number of speakers identified	
		Secure and invite 2 speakers	Spring 2023 Number of speakers Number of students attended/speaker session	Source: Departmental funding and/or center for cybersecurity and data analytics speaker stipends-TBD
	CREATE “TECHNOLOGY AWARENESS” COMMUNITY SEMINARS	Identify seminar topics	Fall 2022	None
		Develop and deliver seminars	Spring 2023	None
	LAUNCH SHRM CERTIFICATION COMMUNITY PREP COURSE	Explore course needs that meet SHRM certification standards	Fall 2021-Spring 2022	
		Determine price point and other logistic decisions such as marketing, etc... to deliver	Spring 2022/Fall 2022	
		Launch SHRM prep course	Spring 2023	Source: Self-funded

	EXPAND ENGAGEMENT OPPORTUNITIES WITH CENTER FOR RETAIL ENTERPRISES (CRE)	Revise the mission and rename the Center for Retail Enterprises	Fall 2022	None
		Expand the activities of the center to reach more students and stakeholders	Spring/Fall 2023	None
FOSTER AN ENVIRONMENT OF CONTINUOUS IMPROVEMENT BY COMMITTING TO BASIC, APPLIED AND PEDGAGOGICAL RESEARCH, SERVICE AND PROFESSIONAL DEVELOPMENT OF FACULTY AND STAFF	BECOME A NATIONAL CENTER OF EXCELLENCE IN CYBER DEFENSE EDUCATION	Hire an additional Cybersecurity faculty	Fall 2022-faculty hired	1 new faculty (either tenure-track/tenured or other) – Source: Academic Affairs \$ 115,000 + benefits
		Explore and pursue internal UT Tyler partnerships with other Colleges/Departments teaching cybersecurity related courses	Spring 2023	None
		Receive “National Center of Excellence in Cyber Defense Education” designation	Spring 2024	None
	AWARD THE SOULES PROFESSORSHIP TO A FACULTY MEMBER	Faculty committee creates eligibility criteria and process for professorship award	Fall 2022/eligibility document created	Soules funded Professorship
		Issue call for professorship	Fall 2022/ call e-mailed out	
		Award professorship	Fall 2022/Spring 2023	
	PROMOTE AND SUPPORT FACULTY RESEARCH AND FACULTY RESEARCH WITH UNDERGRADUATE AND GRADUATE STUDENTS	Identify and/or raise funds to purchase data, software, research assistance and similar needs	Spring 2020-Spring 2021- Funds identified or raised	Source: Dean’s office and Department Chairs
		Policy and process for use of funds established	Spring 2020-Spring 2021- Policy and process completed	None
		Funds used appropriately	Spring 2021-Ongoing-# of papers and proceedings published # of papers presented at conferences	None