



LSUS

— College of —
Business

2022-2027 STRATEGIC PLAN

EDUCATE. ENGAGE. EMPOWER.

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LSUS Strategic Plan Strategies

Message from the Dean



The College of Business 2022-2027 Strategic Plan is grounded in three major strategic cornerstones: *to educate, engage, and empower*. We firmly believe that success is not an individual achievement but a collective effort, and this plan is a testament to our commitment to engaging everyone who has a stake in our College's future. Collaboratively crafted, it was built on input from faculty, staff, students, and community partners.

This plan aligns with our University's mission to: "educate a diverse population of graduate and undergraduate students by promoting critical thought and student development through creative techniques and active learning; engage in regional and global thought leadership through community collaboration and service; and, innovate and foster opportunities to enhance the application of knowledge and intellectual discovery through faculty and student research and creative endeavors."

The plan encapsulates our College's shared values, goals, objectives, and priorities, and sets a clear direction for our future endeavors. The plan consists of three overarching goals spanning six major objectives that the college established to adeptly service each of our stakeholder groups—students, faculty and staff, and community partners—and prepare them for the opportunities and challenges that may arise in the business environment.

As we share this plan, I want to express my profound gratitude to all those who contributed time, ideas, and passion to make this document and our lived execution of it a reality. Implementation of our plan will require dedication, innovation, creativity, and persistence from each one of us. Let us embrace this plan as a living document that guides our actions, decision, and investments in the years to come.

Together, we will achieve the aspirations we have set forth and continue to position the College of Business as an innovative beacon of excellence in education, research, and community engagement.

A handwritten signature in black ink that reads "Mary Lois White". The signature is written in a cursive, flowing style.

Dr. Mary Lois White
Dean, College of Business
Louisiana State University Shreveport



Mission Statement

The mission of the College of Business at LSU Shreveport is to educate, engage, and empower learners for future opportunities and challenges.

Vision Statement

The vision of the LSU Shreveport College of Business is to build our reputation, regionally and nationally, by continuing to deliver a challenging curriculum, strengthening ties with the business community, and embracing diversity.

Core Values



Innovation | Belonging | Ethics and Integrity | Impact

The College of Business at Louisiana State University Shreveport is committed to four core values that drive initiatives and expected outcomes in all aspects of the college community:

Innovation

Innovation is at the heart of what we do in the College of Business. It is the cornerstone upon which our strategic decision-making, teaching, research, and service activities are built.

Belonging

Belonging is paramount in hiring our talent, securing our partnerships, and developing our learning and working environments.

Ethics and Integrity

Ethics and integrity are fundamental to our pursuit of knowledge, the development of responsible citizens, and the creation of a positive impact on society.

Impact

Impact is a direct result of our efforts in providing opportunities for higher education, decent work and economic growth, and reducing community disparities.

2022-2027 STRATEGIC PLAN

EDUCATE. ENGAGE. EMPOWER.



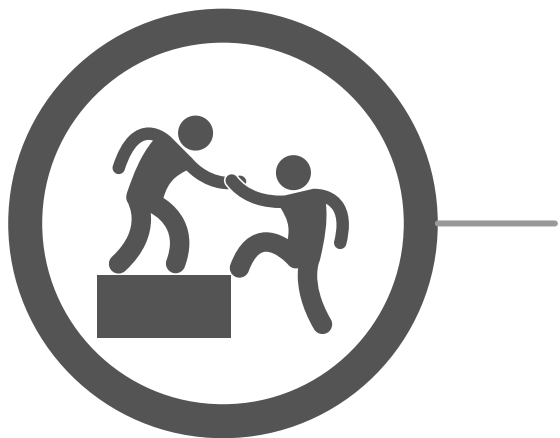
GOAL 1: EDUCATE

Educate students, faculty, staff, and the community through an accessible and challenging curriculum, internal and external learning opportunities, and academic and applied business activities, respectively.



GOAL 2: ENGAGE

Engage students, faculty and staff, and the community through applied curricular and cocurricular activities, shared governance, and outreach, respectively.



GOAL 3: EMPOWER

Empower students, faculty and staff, and the community through opportunities for personal growth, professional and technological development, and education and engagement, respectively.

S T A K E H O L D E R S

STUDENTS

FACULTY AND STAFF

COMMUNITY PARTNERS



GOAL 1: EDUCATE

Educate students, faculty, staff, and the community through an accessible and challenging curriculum, internal and external learning opportunities, and academic and applied business activities, respectively.

The objectives that form part of this goal align with the following LSUS Strategic Plan Strategies: I.1.2; I.1.6; I.1.7; II.1.3; II.1.6; II.2.3; II.2.6; II.3.3; II.3.6; II.4.3; II.4.5; II.4.6; II.5.1; II.5.3; II.5.4; II.6.2; II.6.3. A comprehensive list of the LSUS Strategies may be found in Appendix I.

STUDENTS

OBJECTIVE 1:

Deliver high quality and innovative business education, through traditional and online formats, that emphasizes core business knowledge and practical skills to expand professional career opportunities for students.

KPI: Increase professional certification attainment by 10%.

TACTICS:

- Evaluate the need for curriculum and experience revisions for undergraduate programs, in multiple modalities, in alignment with Board of Regents (BOR) Master Plan.
- Evaluate the need for curriculum revisions for graduate programs, in alignment with BOR Master Plan.
- Review and revise Assurance of Learning (AOL) measures as needed to ensure alignment with the strategic plan.

SUCCESS MILESTONES:

- Compile peer and aspirant lists
- Complete peer review of UG, MHA, MBA
- Revision of AOL measures for all programs

FACULTY AND STAFF

OBJECTIVE 2:

Provide faculty and staff with professional development opportunities that support the continuous improvement of scholarly research, instructional knowledge, teamwork, and administrative skills.

KPI: Increase faculty and staff participation in scholarly and professional development activities by 10%.

TACTICS:

- Create COB Faculty Research Committee (FRC) to support faculty development opportunities for continuous improvement of scholarly research.
- Provide faculty and staff with professional development opportunities that support the continuous improvement of instructional knowledge.
- Provide faculty and staff with professional development opportunities that support the continuous improvement of teamwork and administrative skills.

SUCCESS MILESTONES:

- Create a mission and scope of duties for FRC
- Complete recruitment of committee members
- Establish committee policies and procedures
- Support faculty applications for University Faculty Research Development Grand Funds and COB funds
- Increase faculty participation in workshops provided by Instructional Resource Center
- Develop COB Teaching Seminars
- Continue funding for faculty attendance at conferences related to curriculum, pedagogy, and andragogy

COMMUNITY PARTNERS

OBJECTIVE 3:

Develop partnerships with the business community and other external stakeholders that focus on experiential and application-based learning and expand business related professional development offerings.

KPI: Diversify College of Business Advisory Council representation by adding an average of two members annually.

TACTICS:

- Develop partnerships with the business community and other external stakeholders.
- Focus on experiential and application-based learning and expand business related professional development offerings.

SUCCESS MILESTONES:

- Fund attendance at AACSB seminars and conferences to increase faculty and staff participation
- Fund professional academic staff development through institutional memberships to professional advising associations
- Continue Pilot Pitch
- Continue Northwest Louisiana Economic Dashboard
- Evaluate opportunities for new partnerships
- Hire Assistant Dean to coordinate undergraduate student engagement and professional development evaluate internship program



GOAL 2: ENGAGE

Engage students, faculty and staff, and the community through applied curricular and cocurricular activities, shared governance, and outreach, respectively.

The objectives that form part of this goal align with the following LSUS Strategic Plan Strategies: I.1.1; I.1.6; I.1.7; II.1.4; II.1.6; II.2.6; II.3.4; II.4.5; II.4.6; II.5.3. A comprehensive list of the LSUS Strategies may be found in Appendix I.

STUDENTS

OBJECTIVE 1:

Enhance student involvement in the classroom and business community through experiential learning opportunities, internships, study abroad programs, field trips, and student organization activities.

KPI: Increase internship participation by 10%.

TACTICS:

- Provide and encourage experiential learning opportunities: internships, study abroad programs, and field trips.
- Support student organization activities.

SUCCESS MILESTONES:

- Encourage Student Internships through Advising to Increase Participation
- Continue Support for Faculty Participation in Study Abroad Programs
- Continue Funding Participation in STR Competition, if requested
- Support Fundraising Initiatives, Promote Activities, Provide Supplemental Financial Support

FACULTY AND STAFF

OBJECTIVE 2:

Involve faculty and staff in governance processes related to curriculum, assurance of learning, faculty policies, and other various committee decisions.

KPI: Increase representation of the academic disciplines by creating an additional department within the College of Business.

TACTICS:

- Support faculty committees in governing processes related to curriculum.
- Support faculty in governing processes related to Assurance of Learning.
- Involve faculty in governance processes related to faculty policies.
- Involve staff in onboarding and policy development.

SUCCESS MILESTONES:

- Evaluate the need for updating the vision
- Maintain Committee Assignments to Curriculum and Standards (UG) and Graduate Studies Committees
- Continue Support for AOL Activities with Regularly Scheduled Committee Meetings and Faculty Updates
- Continue Funding AOL Training for Faculty
- Propose Departmental Split for MADM and MKT
- Regular Attendance at AACSB Seminars
- Review and Revise Onboarding Procedures Manual

COMMUNITY PARTNERS

OBJECTIVE 3:

Participate in and involve the external community and business profession by offering learning partnerships, faculty expertise, applied research, and consulting projects.

KPI: Host an average of four community engagement activities in the new Business Engagement Center.

TACTICS:

- Continue engagement with the external community to offer faculty expertise in the areas of consulting and applied research.
- Engage with the external community via nonprofit board service or nonprofit related support.

SUCCESS MILESTONES:

- Continue relationship with Census, and other CICs and SDSCs, as a Census Information Center
- Continue CBER collaborations with Atlanta Fed, Greater Shreveport-Bossier Chamber of Commerce
- Consulting Professional Engagement Activities Rewarded via Annual Evaluation Instrument
- Encourage Faculty participation by Rewarding Faculty via Annual Evaluation
- Evaluate Opportunities for Recruiting for the Executive in Residence



GOAL 3: EMPOWER

Empower students, faculty and staff, and the community through opportunities for personal growth, professional and technological development, and education and engagement, respectively.

The objectives that form part of this goal align with the following LSUS Strategic Plan Strategies: I.1.1; I.1.4; I.1.5; I.1.6; I.1.7; II.1.1; II.1.2; II.1.3; II.1.4; II.1.5; II.1.6; II.2.1; II.2.2; II.2.3; II.2.4; II.2.5; II.2.6; II.3.1; II.3.3; II.3.4; II.3.5; II.3.6; II.4.1; II.4.3; II.4.4; II.4.5; II.4.6; II.5.2; II.5.3; II.6.1; II.6.3; II.6.5. A comprehensive list of the LSUS Strategies may be found in Appendix I.

STUDENTS

OBJECTIVE 1:

Provide students with opportunities to expand their educational experience through international travel, experiential and online learning, college transition assistance, and career preparation.

KPI: Schedule an average of two student support engagement activities in the new Business Engagement Center.

TACTICS:

- Continue providing students with experience through international travel.
- Evaluate expanding online offerings.
- Provide students with career preparation.
- Provide students with college transition assistance.

SUCCESS MILESTONES:

- Provide at least one on the ground international experience annually
- Work with LSU Online to market additional programs
- Increase industry certifications completed by promoting and funding experiential learning opportunities.
- Revise Moodle advising centers for graduate and undergraduate programs.

FACULTY AND STAFF

OBJECTIVE 2:

Recruit, develop, and retain a diverse faculty and staff that is committed to improving the learning environment for students.

KPI: Increase the number of full time faculty by at least one faculty member per year on average.

TACTICS:

- Have clear, ethical, and legal processes for recruiting and retaining faculty and staff.
- Offer competitive compensation to recruit and retain faculty.
- Retain faculty through clear and robust processes and policies.
- Support professional development activities for faculty and staff that promote a diverse and inclusive learning and working environment.

SUCCESS MILESTONES:

- Follow hiring policies and procedures, advertise in multiple venues, and complete all HR paperwork to verify policies and procedures were followed.
- Offer compensation relative to AACSB benchmarking data
- Robust processes for retaining faculty through annual evaluations of progress toward tenure and maintaining faculty qualifications.
- Create brown bag series for discussions of best practices
- Increase faculty ADA training courses.

COMMUNITY PARTNERS

OBJECTIVE 3:

Invest in the community by creating educational and engagement opportunities that promote interaction among students, faculty, and the business community.

KPI: Increase community participation in College of Business engagement activities by 10%.

TACTICS:

- Provide data and professional expertise to the community.
- Continue educational engagement between the business community and students.

SUCCESS MILESTONES:

- Continue student involvement in CBER projects such as NWLA Economic Dashboard partnerships with the Greater Shreveport-Bossier Chamber of Commerce
- Create Faculty/Speaker Series / Lunch and Learn Community Events
- Include Business Community Mentors or Judges for Pilot Pitch

Societal Impact



Louisiana State University Shreveport proudly graduates more African American students than any other institution in the State of Louisiana, with a notable number of first generation completers. From recruitment through completion, LSUS has been making great strides to provide comprehensive student support services in an effort to retain learners through completion by making the educational process clearer and more accessible. In alignment with the University’s initiatives, the LSUS College of Business is highly committed to student support and accessibility.

The College of Business embodies some of the principles of the United Nations’ Sustainable Development Goals (SDGs) through its unwavering commitment to high-quality, accessible education. By focusing on key pillars such as *health and wellbeing*, *quality education*, *gender equality*, *decent work and economic growth*, and *peace justice and strong institutions*, the College plays a pivotal role in shaping a more equitable and sustainable world.

Good Health and Wellbeing: Through its strong and growing healthcare administration program, the College of Business empowers students to explore and address critical healthcare administration challenges. By nurturing these future healthcare leaders, the College contributes to the advancement of the industry, ultimately improving the organizational outcomes and quality of life for individuals and their respective communities.

Quality Education: [As home to one of the largest MBA programs in the nation](#), a robust MHA program, and a personalized undergraduate program, the College of Business champions quality education as a cornerstone for personal and professional advancement. Through innovative curriculum, experiential learning opportunities, and world-class faculty, the College equips students with the knowledge, skills, and ethical values necessary to thrive in a rapidly evolving global landscape, thereby fostering lifelong learning and empowering individuals to reach their full potential.

Gender Equality: The College’s notable number of female graduates reflects its commitment to gender equality and empowerment. By providing equitable access to education, mentorship, and leadership opportunities, the College breaks down barriers and empowers women to excel in traditionally male-dominated fields, thereby advancing gender equality and promoting inclusive economic growth.

Decent Work and Economic Growth: [Ranked among the nation’s best in economic mobility for low-income graduates](#), the College of Business serves as a driver for decent work and economic growth. Through rigorous academic programs, industry certifications, and industry collaboration initiatives, the College prepares graduates to succeed in the global marketplace, driving innovation, entrepreneurship, and economic development.

Peace, Justice, and Strong Institutions: Through initiatives that emphasize corporate social responsibility, ethical decision making, and community engagement, the College cultivates responsible leaders who are committed to building resilient institutions that serve the common good.

In conclusion, the College of Business embodies the values of the UN SDGs and empowers students to become agents of positive change in their communities and beyond. Through its dedication to excellence, inclusivity, and societal impact, the College reaffirms its commitment to building a more equitable and prosperous future for all.

Appendix I

LSUS STRATEGIC PLAN STRATEGIES

*NOTE: NOT ALL STRATEGIES LISTED IN THE LSUS STRATEGIC PLAN (SP) ARE COVERED WITHIN THE COLLEGE OF BUSINESS SP, AS THE LSUS SP IS FOCUSED ON UNDERGRADUATE PROGRAMS AND POPULATIONS. LSUS SP STRATEGIES ARE COMPREHENSIVELY LISTED HERE FOR ILLUSTRATIVE PURPOSES ONLY.

Strategy I.1.1:	Have effective policies to improve retention and graduation rates.
Strategy I.1.2:	Work with LSU Online to recruit students nationwide to LSUS.
Strategy I.1.3:	Enhance effective transfers between and among campuses at all levels.
Strategy I.1.4:	Comply with state and federal regulations for access to programs and services to citizens with disabilities.
Strategy I.1.5:	Have effective dual and cross enrollment agreements with public school districts and among postsecondary institutions.
Strategy I.1.6:	Develop partnerships with high schools to prepare students for postsecondary education.
Strategy I.1.7:	Develop partnerships with community colleges to implement 2+2 programs and other articulation transfer agreements.
Strategy II.1.1:	Maintain outreach programs to retain students.
Strategy II.1.2:	Maintain on-campus summer enrichment/transition programs.
Strategy II.1.3:	Have effective recruitment and hiring practices for administrators, faculty and staff.
Strategy II.1.4:	Implement new student support programming aimed at improving first-year experience.
Strategy II.1.5:	Maintain mentoring, tutoring, and related programs.
Strategy II.1.6:	Develop partnerships with high schools to prepare students for postsecondary education.
Strategy II.2.1:	Maintain outreach programs to retain students.
Strategy II.2.2:	Maintain on-campus summer enrichment/transition programs.
Strategy II.2.3:	Have effective recruitment and hiring practices for administrators, faculty and staff so that there is diversity at the university.
Strategy II.2.4:	Implement a coordinated effort of student success programming that promotes retention through increased use of support services.
Strategy II.2.5:	Maintain mentoring, tutoring, and related programs.
Strategy II.2.6:	Develop partnerships with high schools to prepare students for postsecondary education.
Strategy II.3.1:	Maintain outreach programs to retain students.
Strategy II.3.2:	Develop effective retention strategies for students each semester to include financial assistance for those who are leaving due to finances.
Strategy II.3.3:	Have effective recruitment and hiring practices for administrators, faculty and staff.
Strategy II.3.4:	Implement student success strategies that assist students through their journey from both academic and student support services.
Strategy II.3.5:	Maintain mentoring, tutoring, and related programs.
Strategy II.3.6:	Maintain effective advising strategies to ensure a smooth path to graduation.
Strategy II.4.1:	Maintain outreach programs to retain students.
Strategy II.4.2:	Implement effective student and academic support programming to help students through their academic journey.
Strategy II.4.3:	Have effective recruitment and hiring practices for administrators, faculty and staff.
Strategy II.4.4:	Maintain mentoring, tutoring, and related programs.
Strategy II.4.5:	Develop partnerships with high schools to prepare students for postsecondary education.
Strategy II.4.6:	Develop partnerships with community colleges to implement 2+2 programs and other articulation transfer agreements.
Strategy II.5.1:	Enhance marketing and recruitment efforts at the graduate level programs through LSUOnline to increase the pipeline of students.
Strategy II.5.2:	Implement pathway transitions for transfer students to facilitate transferability of academic credit.
Strategy II.5.3:	Continue to assess the factors that act as barriers for students to graduate.
Strategy II.5.4:	Add new academic programs and certificates for increased completer numbers.
Strategy II.6.1:	Maintain outreach programs to retain students.
Strategy II.6.2:	Emphasize the recruitment of underrepresented minorities in online academic degree programs as well as face-2-face programs.
Strategy II.6.3:	Have effective recruitment and hiring practices for administrators, faculty and staff.
Strategy II.6.4:	Maintain the scholarship opportunities for Pell eligible students who can enroll as first-time freshmen tuition-free.
Strategy II.6.5:	Maintain mentoring, tutoring, and related programs.

