



MISSION AND STRATEGIC PLAN

Craig School of Business Mission Statement

The Craig School of Business at California State University, Fresno provides high quality business education to a diverse student body, offers well-rounded active learning experiences and contributes to economic development in central California.

Craig School of Business Motto

EXPLORE * ENGAGE * EXCEL

The Craig School of Business motto, "Explore, Engage, Excel," is a reminder of our commitment to provide students with the highest quality education, employers with the most qualified graduates, and the community with the best possible service.

Craig School of Business Priorities

To realize our mission, the Craig School of Business (CSB) is committed to the following priorities:

1. **Offer students a well-rounded learning experience** that emphasizes effective written and verbal communication, critical thinking, quantitative reasoning, business experience, and ethical behavior.
2. **Advance and disseminate knowledge** useful to the students, the business community, the school, and the university through teaching excellence, faculty intellectual contributions, and professional development activities.
3. **Support the business community**, including not-for-profit organizations and government agencies, with professional and economic development, continuing education, service-learning, internships, and consulting.
4. **Recruit, develop and support high quality faculty, staff, and students** who embody the CSB mission.
5. **Improve and develop interdisciplinary options, international programs, undergraduate programs, and graduate programs** that maximize internal and external opportunities.
6. **Foster a productive learning and working environment** by developing new facilities and renovating existing infrastructure.

California State University, Fresno Mission Statement

The university prepares students for **productive careers** as responsible citizens of the world through undergraduate and graduate programs in the liberal arts, sciences and a variety of professional disciplines.

The university provides educational opportunities to enhance its students' intellectual horizons, foster lifelong learning, prepare them for future professional study, **productive community involvement**, and instill in them an appreciation of the arts, continuing education, and cultures other than their own.

The university also provides educational opportunities for personal and career enhancement through advanced study that prepare students for positions of leadership in the arts, sciences, and professions.

The university provides educational opportunities that stimulate scholarly inquiry and discourse, engage students, inspire creative technical competence, **encourage research and creative activities** and their dissemination, and recruit and develop outstanding teacher-scholar/artists.

The university assists in the transformation of the region through **applied research**, technical assistance, training, **community service-learning**, civic engagement, and other related public service activities.

To **enhance the economic vitality** and quality of life for all in our rural and urban communities, the **university develops partnerships** with agriculture, business, education, industry, health services, human services, nonprofit organizations, and government.

The Craig School of Business' mission is consistent with the California State University, Fresno's mission. We especially identify the following consistencies.

Economic enhancement of community. Both statements recognize the importance of a strong higher education facility to promote the economic well-being and development of the region.

Productive careers. Both statements emphasize productivity in careers and as members of the community.

Engaging in research. Both statements reflect the recognized value of research to advancing knowledge. Both statements emphasize disseminating the results of research to enhance the community.

Community service. Both statements recognize dedication to community service.

Partnerships with professional community. Both statements recognize the value of the learning institution partnering with the business community.

Priority 1

Offer students a well-rounded learning experience that emphasizes effective written and verbal communication, critical thinking, quantitative reasoning, and ethical behavior.

Goals

1. Offer students a well-rounded learning experience. We value a balanced curriculum, exposure to service learning, applied student experiences, study abroad opportunities, and student professional organizations.
2. Emphasize effective written and verbal communication, critical thinking, quantitative reasoning, and ethical behavior.

Action Items

1. Conduct a feasibility study to become an impacted program, which would allow CSB to raise the GPA requirement for acceptance into the business program above the current minimum of 2.0.

Responsible Office: Dean's Office, Department Chairs, CSB Undergraduate Committee
Completion: Spring, 2009

2. Establish the Office of Applied Experiences which provides internships, service learning, international experiences, and career development and guidance.

Responsible Office: Dean's Office, Director of Applied Experiences
Completion: Initiated, Spring, 2008. To be expanded in 2008-09.

3. Continually reassess the curriculum and applied experiences based upon assessment results, and adjust as needed.

Responsible Office: Dean's Office, Department Chairs, CSB Undergraduate Committee, CSB Graduate Committee, Assurance of Learning Task Force
Completion: Ongoing

4. Implement written and verbal communication improvements in relevant courses based on assessment results.

Responsible Office: Written Communication Task Force
Completion: Ongoing

Priority 2

Advance and disseminate knowledge useful to the students, the business community, the school, and the university through teaching excellence, faculty intellectual contributions, and professional development activities.

Goals

1. Disseminate knowledge useful to the students, the business community, the school, and the university.
2. Advance knowledge through teaching excellence, faculty intellectual contributions, and professional development activities.
3. Seek external grants, corporate sponsorships, individual donors, and other resources to support and motivate faculty research, intellectual contributions, teaching excellence, and other professional development activities.
4. Involve students in research with faculty and community.

Action Items

1. Address database access, software support, coordination of research efforts, compilation of research results, and public notice of research output. Select a coordinator who will study the school's research resource requirements.

Responsible Office: Dean's Office, Committee on Resources and Research (CORR)

Completion: Coordinator to be selected in 2008-09.

2. Assess effectiveness of the current incentive programs designed to encourage faculty productivity: fellowships, release time, and publication awards. Adjust in response to assessment.

Responsible Office: Dean's Office, Academic Council, CORR

Completion: Ongoing

3. Investigate offering research methods classes for students.

Responsible Office: CORR, Undergraduate & Graduate Committees

Completion: 2012

Priority 3

Support the business community, including not-for-profit organizations and government agencies, with professional and economic development, continuing education, service-learning, internships, and consulting.

Goals

1. Continue and extend community engagement activities such as internships, MBA projects, capstone courses, service learning, adoption of nonprofits by CSB units, and deeper integration of the UBC into supervisory and executive training.
2. Market and promote CSB community outreach activities.
3. Fully utilize existing centers and institutes and provide resources and training to deepen the ties with business community.

Action Items

1. Evaluate current assignments and identify opportunities for increased faculty and student community involvement.

Responsible Office: Dean's Office, UBC, Office of Applied Experiences, Advancement Office

Completion: 2008-2009

2. Develop a branding strategy, media plan, and launch an electronic newsletter.

Responsible Office: Dean's Office, UBC, Marketing Department, University Relations

Completion: Fall, 2009

3. Enhance, refine, and publicize online presence and website.

Responsible Office: Computer Resource Center, applicable CSB units

Completion: 2008-2009

Priority 4

Recruit, develop and support high quality faculty and staff who embody the vision and mission of the school and are dedicated to teaching, research, and service.

Goals

1. Strategically address faculty retirements and recruitment.
2. Provide research, travel, service, and resources support for faculty.
3. Provide technology support during all teaching times.

Action Items

1. Conduct a study of faculty needs, recruitment, retention, retirement, and FERP during the next five years.

Responsible Office: Dean's Office, Committee on Faculty

Completion: Fall, 2009

2. Continue and increase teaching and research support to obtain and retain faculty and develop more non-state funded opportunity to augment faculty incentives.

Responsible Office: Dean's Office, Advancement Office

Completion: Ongoing

Priority 5

Improve and develop interdisciplinary options, international programs, and research activities that maximize internal and external opportunities.

Goals

1. Recognize the interconnectedness of Priority 1, emphasizing integration of the entrepreneurship program and the international program with the business learning experience.
2. Work with the Lyles Center for Innovation and Entrepreneurship to develop entrepreneurship programs.
3. Work with other schools and colleges to develop interdisciplinary programs, such as a tourism program.
4. Develop interdisciplinary team building, teaching, and researching in the undergraduate and graduate programs.

Action Items

1. Implement the Gazarian Real Estate Center and seek an endowment for a director.
Responsible Office: Dean's Office, Department Chairs, Advancement Office, and UBC
Completion: 2010
2. Seek endowments and named faculty chairs for centers and programs, consistent with the school's comprehensive plan.
Responsible Office: Dean's Office, Department Chairs, Advancement Office, and UBC
Completion: Ongoing
3. Collect faculty and student feedback in the International Business Programs and publish an annual report.
Responsible Office: International Business Program
Completion: Ongoing
4. Hire a full time permanent staff member to strengthen CSB International Business Programs.
Responsible Office: Dean's Office, International Business Program
Completion: Completed Spring, 2008
5. Achieve a target of 15% of CSB students having an international experience by graduation.
Responsible Office: International Business Program
Completion: 2011

Priority 6

Foster a productive learning and working environment by developing new facilities and renovating existing infrastructure.

Goals

1. Develop new facilities that foster a productive learning and working environment.
2. Renovate the existing infrastructure, improving classroom technology, classroom appearance, and plaza appearance.

Action Items

1. Immediately address the following safety, classroom, technology, and administrative issues: maintenance of lighting for night safety, elevator safety and maintenance, night administrative presence for evening classes, new Scantron, student study area, student copy machine, classroom door stop, pencil sharpener, and classroom upgrade.
Responsible Office: Dean's Office
Completion: Spring, 2008
2. Improve the undergraduate study area.
Responsible Office: Dean's Office
Completion: 2008-2009
3. Conduct a comprehensive facility study for long term upgrade and improvement of classroom, technology, physical plant, and Peters' Building.
Responsible Office: Dean's Office
Completion: Fall, 2009

September 15, 2008