

Opportunity Committee

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College's Opportunity Set

- Teaching Opportunities
- Research Opportunities
- Service Opportunities

Teaching Opportunities No. 1

- Fully Adopt RCM Orientation Within the College
 - Focus on Student Credit Hour Generation
 - Leads to entrepreneurial thinking about courses and student audiences within majors/minors and those students not in College of Business
 - Operate Courses at Full Capacity

Audience: Faculty, College of Business
Administrative Team, Departments

Teaching Opportunities No. 2

- **Curriculum Revisions to Address Student Learning Orientations**
 - Innovative curricula at the undergraduate and graduate levels will:
 - increase interest in programs offered by the College
 - improve student learning
 - enhance faculty engagement in and support for programs in which they teach
 - enhance the College's image by demonstrating our ability to offer cutting edge business pedagogy

Audience: Current and Prospective Students, Faculty, AACSB, KSU Administration, Other KSU Colleges

Teaching Opportunities No. 3

- **Distance Learning and On-Line Teaching of Current and New Courses**
 - Summer courses
 - Expand course inventory with courses for special audiences (certificate programs, non-traditional learners, displaced workers)
 - Others as specified by DL committee

Audience: Students (within COB, across campus, non-KSU students, non-traditional students); faculty, AACSB, foundations and corporate sponsors

Teaching Opportunities No. 4

- **Collaborative Degree Programs**

- Expand course offerings and degree programs that support or interact with programs in other KSU colleges that provide strategic alliances to the COB
- Joint programs with other universities (e.g., Ph.D. in International Business)
- Dual degrees and concentrations (with Technology, CCI, Public Health)
- 3 + 2 Programs

Audience: Faculty, Regional Universities, Other KSU Colleges

Teaching Opportunities No. 5

- Collaborations with KSU Regional Campuses that facilitate students coming to the Kent campus to complete their degrees.
 - Active presence and promotion of our programs on regional campuses

Research Opportunities No. 1

- **Grant Writing, External Funding, and Interdisciplinary Research**
 - Find grant “partners” on campus
 - Initial COB grant activity will likely come from collaborations with other KSU colleges/faculty

Research Opportunities No. 2

- **Grant Writing, External Funding, and Interdisciplinary Research**
 - Obtain external funding for specific programs to demonstrate COB's desire and ability to write and obtain external funding

Research Opportunities No. 3

- **Grant Writing, External Funding, and Interdisciplinary Research**
 - Supplemental programs to the College need to be self-sustaining based on external monies

Research Opportunities No. 4

- **Grant Writing, External Funding, and Interdisciplinary Research**
 - Faculty and Ph.D. Student Externships with Corporations – Source of Funding and Data

Audience: Faculty, RAGS, Corporate Sponsors, Grant Agencies, KSU Administration

Service Opportunities No. 1

- **Engagement with the Business Community**
 - **Students** – Internships, Practicums, Experiential Learning, Student-Run Businesses
 - **Faculty** – Economic Development Activities, Technology Transfer, Commercialization of Goods and Services Developed on Campus
 - **Direct Engagement** in distressed businesses in the region.

Audience: All KSU Students, KSU Faculty, Business Community

Service Opportunities No. 2

- **Building Strong Connections to Students**
 - Student – Faculty interpersonal connections
 - Informal receptions and other activities
 - Faculty involvement in Learning Communities
 - Alumni Connections via Website

Audience: COB Students and Faculty, Alumni

Service Opportunities No. 3

- **Recruitment Efforts to Attract High-Quality Students**
 - Identify key areas in College where enrollments can be enhanced and demand would exist for high-quality students
 - Put our best faculty and students on display via the internet, telephones, and in personal meetings with prospective students

Audience: Prospective students, COB Faculty,
Student Ambassadors

Service Opportunities No. 4

- **Recruitment Efforts to Attract High-Quality Students**
 - Enhance the image and substance of our premier programs and promote them accordingly to attract high-quality students

Audience: Prospective students, COB Faculty,
Student Ambassadors

Service Opportunities No. 5

- Present the College of Business as a Business Resource to the University Community

Audience: COB Faculty, KSU Colleges and Faculty

Opportunities Summary

- Opportunities exist that call for reorientation of faculty activities, curricula, administrative perspectives, and the ways we interaction with students.
- Benefits will be consequential for the College's image and reputation on the KSU campus and in the business community