

# 2017-18 Department Student Success Plan Update

## Marketing & Operations

Please complete this plan update and submit to your Dean by November 3. Your Dean will offer you feedback by November 17 and advance final version<sup>1</sup> to Academic Affairs by November 21. Previous report and plans can be found at this website: <http://irt2.indstate.edu/cms7/sp16/index.cfm/departments-plans/>.

**Person Primarily Responsible for Preparing this Report:** Paul Schikora

**1. Department goals to facilitate persistence to degree** (include action steps, dates, and person(s) responsible underneath each goal):

- a. **The MO Department will continue to deploy faculty in the Meis Center.** The Meis Center works diligently with the MO department to support retention of first year freshmen. The MO department will continue to support the Meis Center by contributing 0.4 faculty FTE to direct support work within the center. The Meis Center holds freshmen boot camp for all students enrolled in Business 100, a course required of our freshmen. The Freshmen Bootcamp began in fall 2015 and focuses on six topics to enhance the retention rate, and to introduce the students to professional behavior. The topics are: Professional Communication, Note Taking, Professional Dress, Classroom Etiquette, Social Media, and finally Career Fair preparation, a most relevant topic. All freshmen are required to attend the Career Opportunity Fair. We ensure that they are prepped and able to impress employers.
- b. **MO faculty will work closely with the Meis Center to support center activities** focused on first-year retention and overall student success. We will push for 100% MO faculty involvement in the *Catapult* program by end of AY 2017-18. **Person Responsible:** MO department chairperson.

**2. Department goals to enhance student performance and/or learning outcome achievement<sup>2</sup>** (include action steps, dates, and person(s) responsible for each goal):

- A. **The MKTG faculty** are working collaboratively with members of the AFIRM Department to develop a **Financial Services Selling Minor**. The Financial Services Selling Minor provides an opportunity for students to develop and document sales and financial services skills and understanding. These are valuable workplace skills that can be utilized by students from a variety of majors and in financial services work environments. The lead faculty member from the MO department is David Fleming. The lead faculty member from the AFIRM department is Matt Cohen. The goal is to have this minor available by Fall of 2018. **Person Responsible:** David Fleming.
- B. **MO Faculty will work with the Meis Center on new initiatives** to increase student success throughout their time at ISU. This includes the following new initiative. **Person responsible:** Department chairperson.
  - a. **Handshake roll out in Fall 18:** This new system is replacing Sycamore Career Link. It has a social media type interface—think a mix between Facebook and LinkedIn but it will be University sponsored. It will have a single sign on and the Meis Center will play a key role in the transition of students from Sycamore Career Link to Handshake.
    - i. Handshake will connect students, employers, and the university into one platform. It also have a job posting board.
    - ii. This will allow SCOB to continue to foster relationships with companies but have a platform to manage these relationships.
    - iii. Handshake also tracks student data, allows resumes to be uploaded and viewed by employers, and has substantial reporting features.

- b. **Continued restructure of the Meis Center and its Programs:** The key to the Meis Center success is having faculty requiring their students to attend events for credit in their courses. We understand that professional development doesn't always fit into a course due to subject matter or time constraints and there is where the Meis Center comes in.
- i. Quizzes were implemented in Fall 2016 at the end of each workshop to ensure students are paying attention. Students must receive a 7/10 to receive credit for being at the workshop on faculty attendance reports.
  - ii. In Fall 2017, quizzes are still being utilized for some workshops but other workshops have deliverables tied to them. For example, students must turn in a resume within a week of attending the resume writing workshop to receive credit for going.
  - iii. The plan for Fall 2018 is to pare down the Meis Center offerings to be more directive for students. Currently there are many workshop offerings on many different topics. The goal is to offer less but be more direct and deliberate in those offerings. The goal at the end of the day is number of students employed within 6 months of graduation. Currently the focus is on professional development as a whole but with the reimagining of the core, more professional development type skills can be addressed in courses and the Meis Center can be the job search hub. It would be a great opportunity to work towards developing relationships with companies as well.

C. **Curriculum Review and Possible Expansion in OSCM:** The Operations & Supply Chain Mgt (OSCM) faculty will evaluate the current curriculum for possible revision or expansion. The last revision in 2012 led to a greatly revitalized program with the number of enrolled majors increasing about 6-fold since then. The program has near-100% placement rates each year, and faculty have developed partnerships with industry groups. Their feedback indicates a desire for more graduates with an education and solid skill sets in the areas of Logistics and Business Analytics. While we do not anticipate shifting current resources to those new areas, our hope is to justify and obtain additional faculty to pursue these two areas of growth in Indiana. **Responsible persons:** OSCM faculty. Completion Date: Fall 2018

- a. **Logistics:** This is a growing field in the state of Indiana and an emphasis area within state government. Recently we have partnered with Conexus, an industry group that in part promotes the growth of the logistics industry in Indiana. This has included facility visits by faculty and students, industry executive panel discussions on campus, and an annual statewide logistics case study competition in which our students recently placed second. Logistics is closely related to supply chain management, and there is the opportunity to start either a concentration or major in logistics management to address the needs of industry in the state of Indiana and the nation as a whole.
- b. **Business Analytics:** With the Internet and advances in information technology, the amount of data available to companies has been increasing exponentially for the past decade. The challenge for businesses is how to use the massive amounts of data now available to the benefit of the firm. Business Analytics is a relatively recent area that addresses this problem. While we offer a number of courses related to this area, the demand for graduates with a more complete analytics background is growing.

D. **Curriculum Review in Marketing:** The Marketing Program has made numerous changes in the past 5+ years to improve time to graduation and graduate success. This includes bringing the Marketing major entirely online, and adding a course in Digital Marketing. It's time the program perform a top-to-bottom curriculum review to ensure the major and its course provide timely and relevant education to their students. Responsible Persons: MKTG faculty and department chair. Completion date Fall 2018. (This could also fall under section 1 of this update.)

## Benchmark Metrics

	Fall 2015 Starting Cohort 2015-16 Ret. Rate		Fall 2016 Starting Cohort 2016-17 Ret. Rate			
	<u>Cohort Total</u>	<u>Cohort Retention %</u>	<u>Cohort Total</u>	<u>Cohort Retention %</u>	2017-18 Target	3 Year Target (2019-20)
1 Yr Latest	63	73.02%	72	77.78%	78%	80%

Freshman retention was up 4.76 percentage points to 77.8%, about a 6.5% increase over the prior year's figure of 73.02%. This was achieved while also increasing the cohort size by about 14%. The MO department has minimal interaction with freshman students, so long-term gains in the department are primarily due to collaborative efforts in the college, many led by the Meis Development Center.

	Fall 2012 Starting Cohort 2015-16 Grads		Fall 2013 Starting Cohort 2016-17 Grads			
	<u>Cohort Total</u>	<u>Cohort Graduation %</u>	<u>Cohort Total</u>	<u>Cohort Graduation %</u>	2017-18 Target	3 Year Target (2019-20)
4 Yr Latest	64	37.50%	66	50.00%	51%	53%

Four-year graduation rate was up by 12.5 percentage points to 50%, a 33% increase from the previous year's metric of 37.5%, with cohort size increasing slightly. This is a trailing indicator, so we are likely seeing the effect of our initiatives over the last several years. Given the very high numbers of this year, modest growth is a reasonable expectation.