Planning for 2010-11 for CBE began in the context of the college’s mission and vision, including its commitment to diversity.

Mission
The mission of the College of Business and Economics is to prepare students to make ethical choices and succeed in a dynamic business environment shaped by the challenges of a competitive global economy, emerging technologies, and diverse stakeholders.

Vision
We strive to be known for:

- Outstanding academic programs, recognized for their excellence
- Outstanding faculty scholarship
- Curricula that foster active student participation through applied learning, research, and community service
- High academic standards along with services and support that ensure each student the opportunity for success
- A learning-centered experience where teaching is lively and engaging and individual differences are appreciated
- Dedication to open-minded inquiry, especially with regard to major business, economic and global issues
- Programs and opportunities for students to pursue international business programs
- A welcoming college atmosphere that is responsive to the unique needs of our CBE community
- An inclusive CBE community where students, faculty, and staff from vastly different backgrounds collaborate — creating and sustaining a vibrant learning community
- An array of activities that promote students’ success and professional development
- Graduates who are innovative and effective problem solvers, skilled in organizing and expressing their ideas
- Engagement in and essential contributions to the economic well-being of our region and communities

Diversity Commitment
We commit to an inclusive CBE community where students, faculty and staff from vastly different backgrounds collaborate – creating and sustaining a vibrant learning community.

Further, the plan was developed in the context of the college’s charge to:

- achieve the CBE SCU target,
- improve graduation rates, and
- meet AACSB accreditation standards and maintain AACSB accreditation.

The CBE 2010-11 budget and enrollment plan was developed with a mandate to achieve the first goal. It uses the 2010-11 base allocation of $6.82 million with a one time supplement of $205,000 to deliver the CY SCU target of 31,783 (annual SCUs of
The plan might maintain current (2009-10) graduation rates of CBE undergraduate majors. It is very likely that graduation rates will not increase at the current funding level. The cumulative effect of the 2009-10 and 2010-11 base budget allocations on efforts to maintain AACSB standards and accreditation is predicted to be negative. Unfortunately, the three goals are incompatible given current funding levels and the University’s mandate to meet the first goal (SCU target). The attached spreadsheet summarizes the CBE budget plan for 2010-11, highlighted below.

Plan Highlights
To reallocate limited resources, the plan incorporates the following proposed changes:

- **Elimination of MKTG 3495, Business Communication:**
  - course to be dropped as a core requirement in the B.S. in Business Administration degree; reduce the number of required major core units by 4
  - course to be reconsidered as a second-tier writing course
  - reallocation of resources currently supporting MKTG 3495

- **Changes in M.A. Economics:**
  - core courses to be offered once every two years, instead of once every year
  - streamline in elective offerings
  - reallocation of some resources currently supporting the degree

- **Changes in the M.S. in Business Administration degree program**
  - the program is currently under review for suspension or elimination, with no new admissions in 2010
  - resource neutral when compared to 2009-10, as courses served dual purposes; does provide more flexibility in MBA offerings

- **Changes in staffing (faculty, staff and MPP):**
  - **Staff**
    - since 2006-07, permanent staff head count down from 17 to 12
    - all reductions achieved through unfilled vacancies (retirements or resignations)
    - staffing priority will focus on departments and serving students, with some recent activities reduced or eliminated
    - CBE Dean’s Office will have no permanent administrative support staff
  - **Faculty**
    - will reduce t/t faculty headcount from 59 to at most 56.5 active, with approximately an additional 7.5 FTE adjunct faculty
  - **MPP**
    - in 2006-07 CBE had 4 MPP
    - in 2009-10 there are 2 MPP

The university must make choices regarding priorities and missions. While CBE can achieve the SCU mandate for 2010-11, the allocated funds are not sufficient for it to move forward toward its vision and make progress on other strategic initiatives.