

School of Business Strategic Goals

NJCU Goals	School of Business Strategic Goals	Action Plan	Metrics	
			Short Term Goals 2014-2019	Long Term Goals 2019-2024
<i>Goal 1. Enhance Academic Rigor and Excellence</i>	1.1 Expand number and breadth of academically qualified full-time faculty to fill gaps in expertise	▪ Increase breathe of venues in which we advertise and recruit academically qualified faculty ▪ Recruit at professional conferences	▪ 70% of student credit hours (graduate) and 40% (undergrad) are covered by full-time AQ faculty	▪ 75% of all student credit hours are covered by full-time AQ faculty ▪ Creation of five year clinical faculty lines (for both AQ and PQ lines)
<i>Goal 1. Enhance Academic Rigor and Excellence</i>	2.1 Increase participation of faculty in scholarly activities and research	▪ Provide released time for faculty engaged in research ▪ Provide travel funds to conferences ▪ Increase the emphasis of publications for tenure	▪ 50% of faculty publish annually and/or present in peer-reviewed outlets	▪ 75% of faculty publish annually and/or present in peer-reviewed outlets
<i>Goal 2. Achieve Student Success: Academic, Personal, and Social</i>	3.1 Increase participation of faculty in assessment activities	▪ Establish curriculum review committees in each department to meet requirements; provide report and make the necessary curriculum changes ▪ Establish departmental bi-laws ▪ Map revised curriculum to program outcomes ▪ Identify assessment measures for courses	▪ 75% of faculty using at least one common rubric and assessment tool	▪ 100% of faculty using at least one common rubric and assessment tool

<i>Goal 2. Achieve Student Success: Academic, Personal, and Social</i> <i>Goal 4. Establish NJCU as a leading partner in the growth of Jersey City and beyond</i>	4.1 Establish a career services department focused on generating internships, job placement, etc.	▪ Faculty will recommend qualified students to the office of career services	▪ 10% of students get referred for career placement within three years	▪ 25% of students get referred for career placement within three years
<i>Goal 2. Achieve Student Success: Academic, Personal, and Social</i>	5.1 Achieve student success: academic, personal, and social	▪ Establish of a honor's society for each department ▪ Development of student clubs / professional organizations ▪ Establish a peer mentoring program for each department ▪ Establish a job mentoring program ▪ Establish an international mentoring / student orientation program	▪ Creation of departmental honor societies ▪ Establish club(s) / professional organizations for each discipline ▪ Establish a peer mentoring program ▪ Creation of a job mentoring program ▪ Creation of an international mentoring / student orientation program	▪ All students eligible will be honor society members ▪ 20% of majors will be members in three years ▪ 10% of students will receive mentoring services ▪ 20% of students will participate in a job mentoring program ▪ 50% of international students will participate in the mentoring / student orientation program

<i>Goal 3. Enhance resources and the University's capacity to achieve vision</i>	6.1 Identify a modern strategically located facility sufficient to attract academically prepared students	▪ Work with NJCU and local leaders to identify, finance and build such a facility	▪ Site selection / completed ▪ Financing efforts underway	▪ Operations fully transferred to new facility
<i>Goal 4. Establish NJCU as a leading partner in the growth of Jersey City and beyond</i>	7.1 Establish the School of Business as a leading partner in the growth of Jersey City and the Region	▪ Increase the number of relationships with high schools and community colleges ▪ Increase grants and work with advancement ▪ Increase public and private partnerships with key local employers	▪ Develop articulation agreements with three local high schools ▪ Institute independent funding accounts within NJCU foundation for each department, special programs, and overall School of Business ▪ Establish three formal relationships with local businesses and institutions	▪ Develop articulation agreements with ten local high schools ▪ Institute independent funding accounts within NJCU foundation for each department, special programs, and overall School of Business, raise minimum of \$5,000,000 in outside funding ▪ Establish ten formal relationships with local businesses and institutions