

**Strategic Plan for  
Salem International University School Of Business  
Current as of August 3, 2016**

---

**Executive Summary**

The strategic plan for Salem International University School Of Business consists of the following high-level objectives and action steps:

**Objectives:**

Deliver a First Rate Educational Experience

Maintain ACBSP accreditation

Hire and develop highly qualified faculty

Graduate 75% of undergraduate and 85% of graduate business students

**Action Steps:**

Finish the ACBSP self-study in the 2016-2017 academic year.

Develop newly appointed full-time and adjunct faculty

Use a systems approach to achieve graduate goals.

## **Vision Statement**

The strategic plan for Salem International University School Of Business aims to further the following organizational vision:

The Salem International University Business Schools aims to be a student's first choice for higher education and a foundation for career advancement.

## **Mission Statement**

The mission of Salem International University School Of Business is to the mission of salem international university school of business is to prepare business professionals who are global citizens with a core of business knowledge and an area of expertise, marketable business professional skills, and the ability to make business decisions with integrity and an international perspective..

## **Business and Team Summary**

The primary business of Salem International University School Of Business consists of the following:

The education of undergraduate and graduate students in business administration.

The core team members of Salem International University School Of Business are as follows:

1. Dr. Marc Getty  
Dean Of The School Of Business  
Dr. Marc Getty is serving his fourth year as Dean of the School of the School of Business. In all, Dr. Getty has over seven years of higher education administration experience in business administration and information technology and 17 years of higher education teaching experience in business administration and information technology. Dr. Getty's business experience is in telecommunications & networking with Bell Atlantic and Verizon and was also in financial services prior to that. He spent 19 years in the field in all.

## **Analysis of Strengths, Weaknesses, Opportunities, and Threats**

<b>Strengths</b>	<b>Opportunities</b>
Flexible and customer focused	Growing the school in West Virginia through student initiative
<b>Weaknesses</b>	<b>Threats</b>
Rural & isolated community	Local competing schools

## **Analysis of Industry and Competitors**

The current state of higher education industry is as follows:

Rising tuition costs has increased competition among regional schools

The competitors of Salem International University School Of Business in the higher education industry include:

Alderson Broadus University, Davis & Elkins College, Glenville State College and Fairmont State University

## One-Month Goals

<b>Course end evaluations</b>	
<b>Strategy</b>	Deploy Blackboard Survey
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	Assistants And Faculty
<b>Evaluation Person(s)</b>	Dean Of The Business School
<b>Evaluation Criteria</b>	

## Quarterly Goals

<b>Faculty Meetings</b>	
<b>Strategy</b>	Select & Schedule meetings in advance
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	All Business Faculty
<b>Evaluation Person(s)</b>	Dean Of The Business School
<b>Evaluation Criteria</b>	

<b>Advisory Committee meetings</b>	
<b>Strategy</b>	Schedule two month in advance and provide reminders
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	Dean Of The Business School
<b>Evaluation Person(s)</b>	Dean Of The Business School
<b>Evaluation Criteria</b>	

## One-Year Goals

<b>Faculty Performance Review</b>	
<b>Strategy</b>	State the goals and aims at the beginning of the academic year and work towards them
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	Dean & Faculty

<b>Evaluation Person(s)</b>	Dean And Provost
<b>Evaluation Criteria</b>	

<b>Business School Performance Review</b>	
<b>Strategy</b>	Aggregrate performance and assessment data in advance
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	Dean & Provost
<b>Evaluation Person(s)</b>	Dean Of The Business School
<b>Evaluation Criteria</b>	Gateway, midpoint and capstone assessments

## Five-Year Goals

<b>ACBSP accreditation</b>	
<b>Strategy</b>	Follow guidance from mentor & standards site
<b>Financial Projections</b>	
<b>Execution Person(s)</b>	Business School Steering Committee
<b>Evaluation Person(s)</b>	Dean Of The Business School
<b>Evaluation Criteria</b>	