

**Strategic Plan for
Salem International University School of Business
Current as of August 31, 2020**

Executive Summary

The strategic plan for Salem 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 65% of undergraduate and 85% of graduate business students

Action Steps:

Successfully complete the ACBSP Quality Assurance Review in the 2020-2021 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 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 University School Of Business is to the mission of Salem 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 University School of Business consists of the following:

The education of undergraduate and graduate students in business administration.

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

1. Dr. Marc Getty
Dean of the School Of Business

Dr. Marc Getty is serving his ninth year as Dean of the School of the School of Business. In all, Dr. Getty has over 35 years of higher education administration, management, telecommunications & information technology and financial planning experience.

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Flexible and customer focused	Growing the school in West Virginia through student initiative Expand existing and new programs in the next 3 year period.

Weaknesses	Threats
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 local competitors of Salem 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

Course end evaluations	
Strategy	Glean Data from Peregrine Survey
Financial Projections	
Execution Person(s)	Assistants And Faculty
Evaluation Person(s)	Dean Of The Business School
Evaluation Criteria	

Quarterly Goals

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

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

One-Year Goals

Faculty Performance Review	
Strategy	State the goals and aims at the beginning of the academic year and work towards them
Financial Projections	Grow from 35 full-time & adjunct faculty to 45
Execution Person(s)	Dean & Faculty

Evaluation Person(s)	Dean And Provost
Evaluation Criteria	Evaluate faculty each September

Business School Performance Review	
Strategy	Aggregate performance and assessment data in advance
Financial Projections	Grow school by 10% each year. Measured by September census
Execution Person(s)	Dean & Provost
Evaluation Person(s)	Dean Of The Business School
Evaluation Criteria	Gateway, midpoint and capstone assessments

Five-Year Goals

ACBSP accreditation affirmed	
Strategy	Follow guidance from mentor & standards site
Financial Projections	N/A
Execution Person(s)	Business School Steering Committee
Evaluation Person(s)	Dean Of The Business School
Evaluation Criteria	ACBSP Standards