



ZEIGLER
COLLEGE OF BUSINESS

**2020-2024 5-year
Strategic Plan of the Terry & JoAnn Zeigler College of Business**

Overview

The Zeigler College of Business (ZCOB) is one of four colleges at Bloomsburg University of Pennsylvania, a public, regional, comprehensive, state-operated university located in northeastern Pennsylvania. One of 14 universities comprising the Pennsylvania State System of Higher Education (PASSHE), Bloomsburg University is accredited by Middle-States Commission on Higher Education. Founded in 1839 as the Bloomsburg Academy, the school eventually became a comprehensive university and was renamed Bloomsburg University of Pennsylvania in 1983. PASSHE is intended to provide an affordable higher educational option to students and families in the Commonwealth of Pennsylvania (Pennsylvania Act 188: <http://www.passhe.edu/inside/BOG/Documents/Act188.pdf>, p. 4).

Bloomsburg University enrolled about 8,700 students in Fall 2018 and about 8,500 in Spring 2019, including more than 1,500 in the Zeigler College of Business (ZCOB). BU historically draws students from a population base in northeastern Pennsylvania, along with students from New Jersey and upstate New York. BU has about 71,000 alumni worldwide, located in all 50 states and 20 countries.

The Bloomsburg University mission statement is:

Bloomsburg University of Pennsylvania is an inclusive comprehensive public university that prepares students for personal and professional success in an increasingly complex global environment.

The following undergraduate degree programs within the Zeigler College of Business are accredited by the Association to Advance Collegiate Schools of Business (AACSB): Bachelor of Science in Business Administration, with specializations in Accounting, Finance, International Business, Information & Technology Management, Management, Marketing, Professional Sales, and Supply Chain Management. In addition, we have the following graduate-level programs that are accredited by AACSB: Masters of Business Administration (MBA), Masters of Accountancy (MAcc), and the Masters of Science in Information Technology (MSIT). The fundamental purpose of AACSB accreditation is to hold academic institutions accountable for improving the quality of business education, founded on diverse perspectives, a global mindset, and a commitment to making a difference. Our accreditation does this by fostering engagement, accelerating innovation, and amplifying impact in business education. The Zeigler College of Business manages this accreditation process, which requires annual reporting on mission accomplishment and Continuous Improvement Review (*CIR) visits every five years. Our next CIR visit is anticipated in Fall 2024, and will be under the new 2020 AACSB Business Accreditation Standards.



ZEIGLER
COLLEGE OF BUSINESS

Mission Statement

The mission of the Zeigler College of Business is as follows:

Zeigler College of Business students and faculty engage with alumni, employers, and the regional business community in close partnership to prepare for the needs of a competitive, dynamic global environment through innovative teaching and learning and high-impact experiences.

The ZCOB is guided by four overarching strategic initiatives: (1) *student success*, (2) *faculty excellence*, (3) *key stakeholder engagement*, and (4) *community impact*. Our strategic initiatives are reviewed and revised annually.

The College has a committed faculty; effective internal systems for recruitment, enrollment, marketing and student success; a dedicated alumni-base who support our College with time and resources to fulfill our mission; and successful external engagement initiatives that positively impact the region surrounding Bloomsburg University.

With our modest anticipated growth, we believe that with our presently tenured and tenure-track faculty complement, we will be able to cover increases in enrollments.

Strategic Goals and Objectives to Advance the Zeigler College of Business

Strategic Goal 1: Innovate to Increase Student Success

Objectives		Results
1.1	Expand scholarship opportunities for undergraduate students.	
1.2	Expand scholarship opportunities for graduate students.	
1.3	Develop new, innovate programs to meet regional job skills demands.	
1.4	Continue to advance the Zeigler Institute for Professional Development (ZIPD).	
1.5	Increase diversity of student body within the Zeigler College of Business.	
1.6	Increase student retention.	
1.7	Increase enrollment transfers from community colleges/two-year schools under program-to-program and articulation agreements.	
1.8	Enhance international student recruitment.	
1.9	Implement peer mentorship/tutoring program to assist students near or below a GPA of 2.0.	
1.10	Increase internship opportunities for students.	
1.11	Increase employment opportunities for students.	
1.12	Increase experiential learning opportunities for students.	
1.13	Build a culture of assessment to maximize attainment of course objectives.	
1.14	Improve student satisfaction with experiences in the Zeigler College of Business and Bloomsburg University.	

Strategic Goals 2: Maintain and Enhance Faculty Excellence

Objectives		Results
2.1	Recruit and retain qualified faculty.	
2.2	Enhance tenure-track and adjunct faculty success in the classroom.	
2.3	Increase diversity of faculty within the College.	
2.4	Increase student retention by developing and implementing program to improve student advising.	
2.5	Enhance quality of faculty intellectual contributions in alignment with College mission and objectives.	
2.6	Enhance faculty support for professional development.	
2.7	Develop a research mentorship program that guides junior faculty to be successful researchers.	

Strategic Goal 3: Enhance Key Stakeholder Engagement

Objectives		Results
3.1	Continue to engage with the ZCOB Advisory Board to advise the dean of the ZCOB in setting the strategic direction of the College.	
3.2	Procure new advancement opportunities for the College.	
3.3	Steward existing donors.	
3.4	Engage with Alumni to provide involvement in campus activities.	

Strategic Goal 4: Increase Community Impact

Objectives		Results
4.1	Develop and implement consulting program to assist small and family-owned business in the region to assist with fiscal sustainability.	
4.2	Develop and implement workforce professional development program.	
4.3	Increase opportunities that provide real-work experiential learning opportunities for students that impact the regional community.	
4.4	Increase volunteer opportunities for faculty, staff and students of the ZCOB.	