

Seidman CIR Summary

Fall 2021

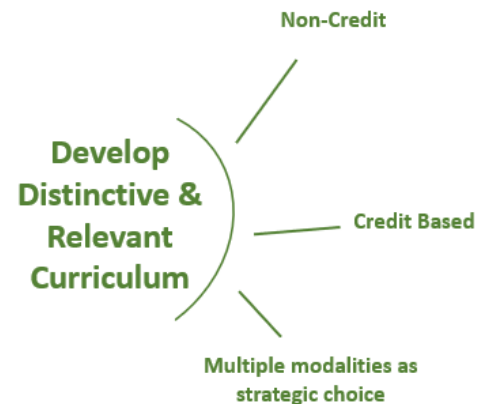
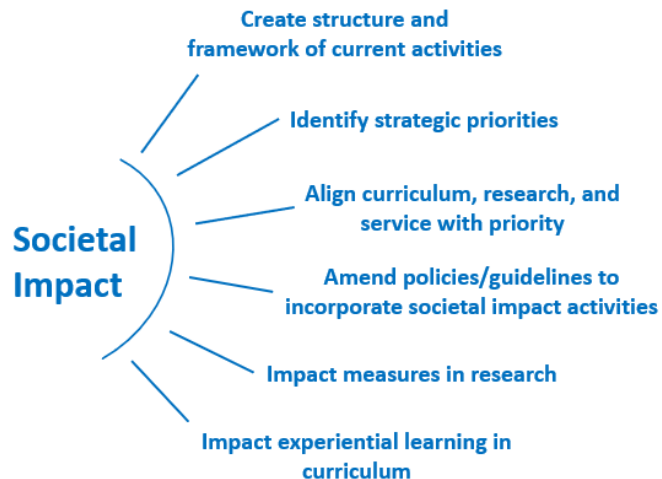
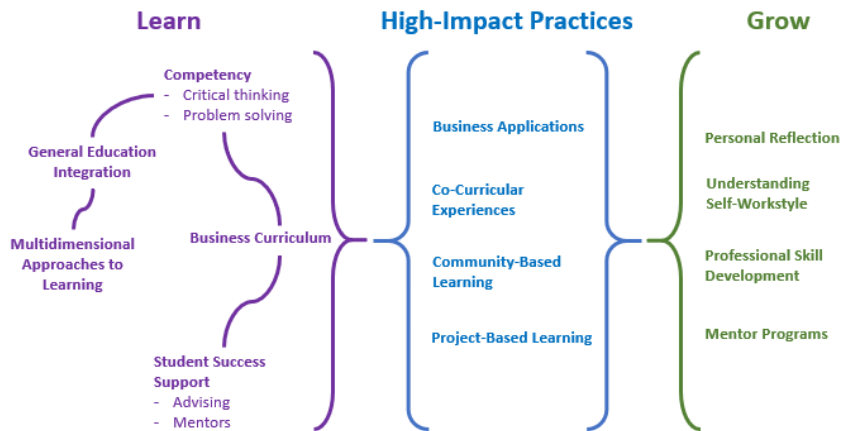


Strategic Management

- ▶ Creating the Seidman Strategic Plan
 - ▶ Ensure alignment with GVSU Strategic Plan
 - ▶ Listening Sessions with students, alumni, advisory boards, and faculty/staff
 - ▶ Work sessions with the Dean's Advisory Council and at College Wide Meetings
- ▶ Implementing the Seidman Strategic Plan
 - ▶ Visual persistence in the Dean's Suite Conf. Room where the Seidman Leadership Team meets and deliberates
 - ▶ Seidman leadership references the plan with decisions
 - ▶ Guides college project identification and priorities

Strategic Management - Strategic Priorities

Multi-Dimensional Approaches



Learner Success

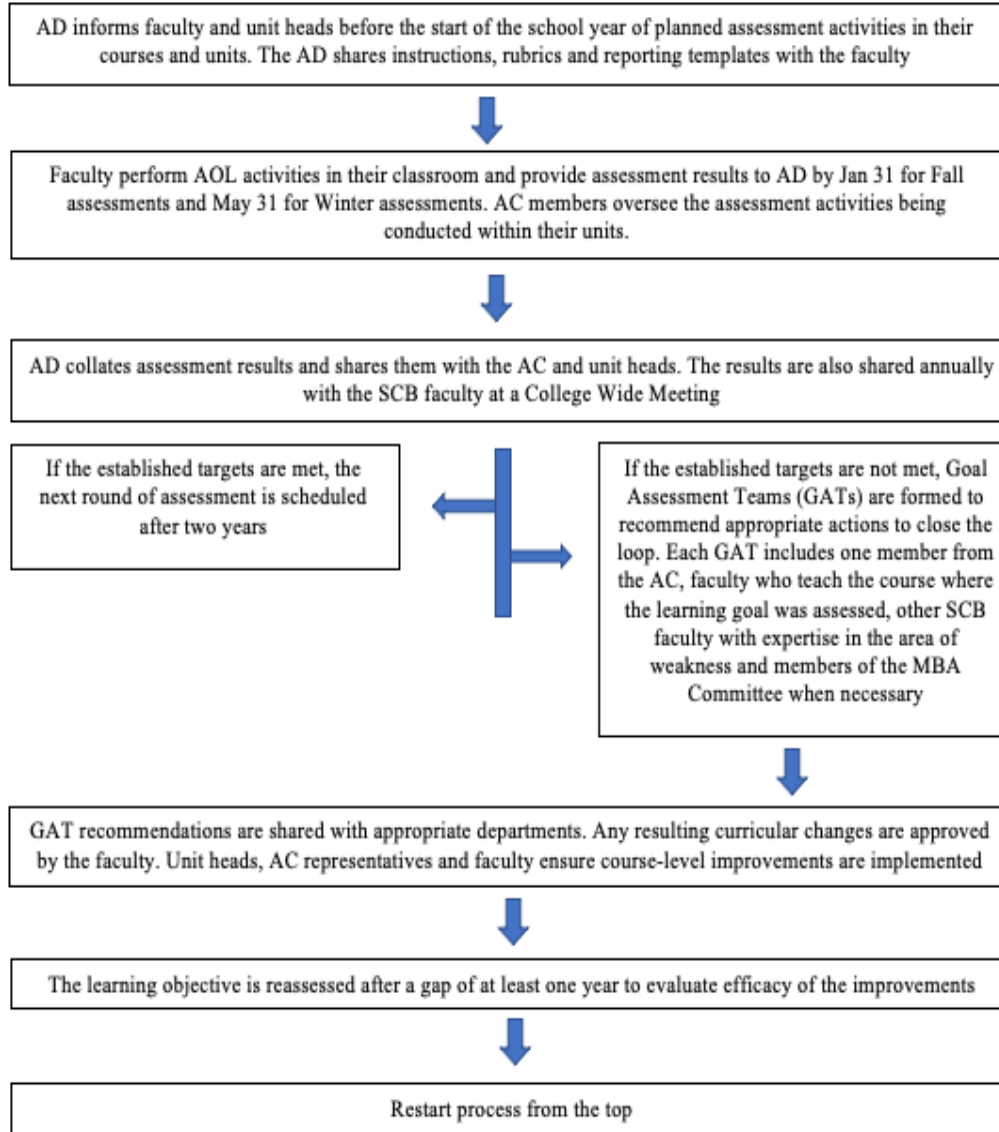
▶ Curriculum Changes

- ▶ Program Re-designs - Professional MBA, MST with stackable badges
- ▶ Program Expansions - EMBA II, custom business training (e.g. Spectrum, Meijer), Seidman NXT non-credit training
- ▶ Pilots - allow us to try changes with a limited audience first
 - ▶ Ex: Ethics pilot in 2019-20 as a 380 course will be offered in fall '22 as ECO 440 (a regular class not requiring overrides) allowing 2-3 weeks more and deeper ethics coverage; COVID slowed down additional pilot offerings
 - ▶ Ex: First Year Experience - will offer a new iteration in fall '22
 - ▶ Ex: New CIS Excel class evolved from the old CIS 150 class
- ▶ Moving forward - working on international competencies now
- ▶ Share examples from your Unit and courses you teach

▶ Technology Implementation

- ▶ Software - Mashme.io, Bluescape (SCB 2001 designed around this), Panopto, classroom capture
- ▶ Hardware - Digital Studio lightboard
- ▶ Support - Kevin Barrons and the Modality Students
- ▶ Consistency - common Blackboard and syllabus templates

Learner Success - AoL Process



Thought Leadership

- ▶ Impact of scholarship on Seidman's intended audiences remains strong.
- ▶ The culture around scholarship has strengthened.

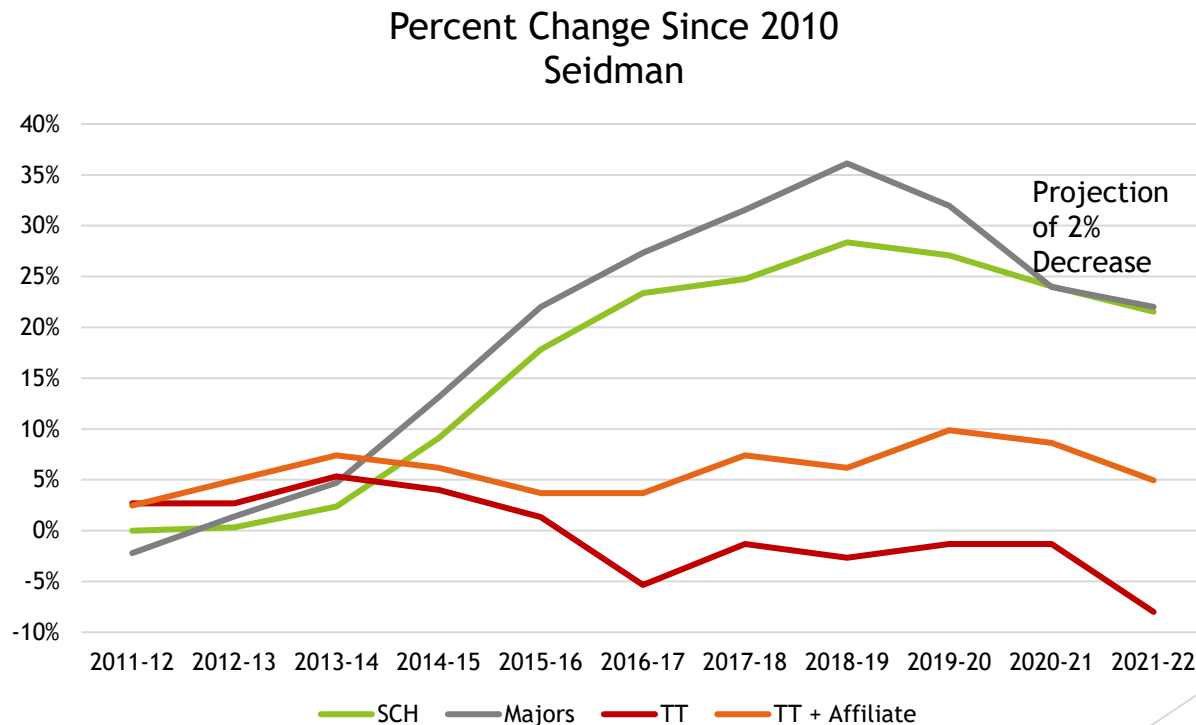
Table 8-1. Scholarship Activity by Type of Unit

	Total Number of ICs and PRJs	Basic	Applied	Pedagogical
Accounting	112.5 (24.5)	25.2%	32.9%	41.9%
Economics	190 (34.5)	4.7%	91.6%	3.7%
Finance	90 (13.67)	18.3%	72.2%	9.4%
Management	477.33 (65.5)	21.8%	56.0%	22.2%
Marketing	240.17 (39.83)	27.3%	56.8%	15.8%
Seidman	1110 (178)	20.1%	61.3%	18.6%

- ▶ Faculty sufficiency and qualifications are stable with the greatest challenge being sufficient faculty resources.

Thought Leadership

- ▶ Seidman's total student enrollment growth has far outpaced that of GVSU as a whole over the past 10 years.
- ▶ Note the contrast below between the growth in student enrollments and majors with changes in faculty resources.



Thought Leadership

- ▶ Seidman Outreach Centers Contribute to Societal Impact
 - ▶ Small Business Development Center (SBDC) - front line COVID-19 economic recovery role; first three months of COVID, SBDC served 3x's as many clients as in a typical year
 - ▶ Van Andel Global Trade Center (VAGTC) - manages the Free Trade Zone in Muskegon along Lake Michigan; celebrated 20th anniversary and awarded the President's "E" Award for Export Service in 2019; has served nearly 10,000 businesses
 - ▶ The Richard and Helen DeVos Center for Entrepreneurship & Innovation (CEI) - Michigan Veterans Entrepreneurship Lab (MVE-LAB) initiated in 2019 helps veterans and their families start or strengthen their businesses; LendGR pivoted to help connect Seidman students with COVID-impacted businesses to complete impactful projects
 - ▶ Koeze Business Ethics Initiative (KBEI) - responded to community need with a COVID inspired webinar series
 - ▶ Family Owned Business Institute (FOBI) - continued to sponsor faculty research grants and is part of the leading members group of the STEP Project

Questions to Reflect On Prior to the Visit...

- ▶ How has your work over the last 5 years contributed to the College's strategic priorities?
- ▶ How have you used outcomes of Assurance of Learning (AoL) in your classes to improve student learning and student success?