



Accounting/Business Management Program Strategic Plan

Product

Increase student enrollment with an emphasis on attracting high-quality students

- *Attend career fairs/expos*
- *Participate in on-campus Exploration Days*
- *Communicate with high school counselors, teachers, and classes*

Improve student retention and ultimately program graduates

- *Achieve a minimum of 80% retention from 1st year to 2nd year*
- *Achieve a graduation rate of 75%*
- *Promote higher wages to reflect a minimum hourly wage of \$18.00*

Enhance program curriculum to reflect advancements in technology and workplace expectations

- *Utilize advisory board input to ensure that curriculum is current*
- *Conduct a bi-annual review of curriculum*
- *Collaborate with MTC faculty, staff and administration to review updated technological advancements*

People

Attract highly qualified faculty

- *Evaluate wage/benefits data to be competitive*
- *Involve faculty in program decision-making*
- *Market activities that support student growth*

Achieve ACBSP accreditation to maximize the program's effectiveness

- *Engage in a continuous improvement model of excellence*
- *Uphold high standards in integrity and quality business practices*
- *Maintain industry partnerships*

Provide opportunities for professional development

- *Budget dollars for conferences and industry trainings*
- *Offer CEU credit opportunities on campus*
- *Use tuition reimbursement program to support further education*

Plant

Provide student centered state-of-the-art facilities

- *Update facilities on a rotating schedule*
- *Design innovative classrooms*

Ensure campus technology supports student needs

- *Establish technological systems to support safety measures*
- *Plan investments for effective teaching environments*

Improve collegiate atmosphere

- *Encourage use of study rooms, student lounge and fitness center*
- *Provide activities to encourage building relationships*