

THE ANDREW BRIMMER
COLLEGE OF BUSINESS AND INFORMATION SCIENCE

TUSKEGEE UNIVERSITY
Tuskegee, Alabama

THE STRATEGIC PLAN
2017 - 2022

HISTORICAL BACKGROUND

The Brimmer College of Business and Information Science is a direct outgrowth of Tuskegee University's emphasis on economic empowerment and business development. From its inception, Tuskegee has been a highly recognized and visible institution committed to the values of self-help, business development and lifelong learning. The University's founder, Dr. Booker T. Washington, was a strong advocate of entrepreneurship and business development through the forging of strategic partnerships that linked academic programs with the broader commerce of the world. Highly touted as the "Tuskegee Model," the acquisition of land, the development of marketable management and entrepreneurial skills and the formation of capital to create and sustain viable businesses, have served as the foundation for producing highly skilled business leaders. In 1900, Dr. Washington started the Negro Business League, which laid the foundation for business education at Tuskegee and for African Americans.

Dr. Washington's vision finds contemporary expression in the ongoing evolution of the College of Business and Information Science. With nearly 425 students and faculty, the College is now a career-oriented unit that provides its students with the technical, professional and leadership skills needed for entry and advancement in an increasingly competitive and technology-driven global marketplace. While the institution began offering a program in management education in 1925, the program was phased out in the 1940s because the business, political, and societal climate of the country at that time did not provide employment opportunities for African American Managers. The current business program dates back to the early 1960s, when the University administration concluded that coming years would bring increasing opportunities for African Americans trained for managerial and professional positions in business and industry. Thus, a Bachelor of Science degree in business administration was started in 1962 as part of the social science division of the School of Arts and Sciences. In 1971, the program was elevated to department status in the School of Applied Sciences. By the early 1970s the department started offering a Bachelor of Science degree in accounting. Management science, finance, and marketing were added by the end of the decade. In 1983 the department was elevated to school status with the addition of the department of economics. In 1997, Hospitality Management was added. In 2000, the Department of Computer

Science, formerly housed in the College of Engineering and Architecture, was moved to the College of Business and Information Science.

The business unit of the College received initial accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in 1998. In 2014, the Department of Computer Science received accreditation from the Accreditation Board for Engineering and Technology (ABET), the recognized accrediting body for college and university programs in applied sciences, computing, engineering and technology. In addition, the Department of Computer Science was re-designated by the National Security Agency and the Department of Homeland Security as the Center of Excellence in Cyber Security in 2017. The designation is renewable every five (5) years.

The current organizational structure of the Brimmer College of Business and Information Science includes three academic departments: 1) Management, 2) Accounting, Economics and Finance, and 3) Computer Science. Nine majors are offered toward the Bachelor of Science Degree—Accounting, Business Administration, Economics, Finance, Supply Chain Management, Sales and Marketing, Hospitality Management, Computer Science, and Information Technology. A Master of Science in Information Systems and Security Management, with a concentration in systems, security and management, is also offered.

The structure housing the College of Business and Information Science, completed in 2007, bears the name Andrew F. Brimmer Hall, in honor of the late Chairman of the Tuskegee University Board of Trustees, an economist, and the first African American to serve on the Federal Reserve Board. The four-story, 45,000 square foot facility represents one of the University's signature buildings.

MISSION

The Brimmer College of Business and Information Science recruits and retains highly skilled faculty and supports an environment where innovation and creativity are encouraged. These competencies allow us to engage our students in both academic and professional development to ensure they are prepared to make significant contributions in the global workplace and in the community.

VISION

We strive to be recognized as one of the nation's leading business and computer science programs. We will become the college of choice for the best and brightest students the region and the nation

have to offer. We will attract qualified professionals, committed to instruction, research and service, who will prepare students to live and work in a global world.

CORE VALUES

The Brimmer College of Business and Information Science values:

High Ethical Standards. We value honesty, integrity and dignity in our interactions with colleagues and students and seek to act in accordance with the highest standards of professionalism at all times.

Continued Intellectual Growth of our Students. We encourage intellectual curiosity and expressions of moral attributes in creativity, objectivity, openness and rigor in scholarly inquiry; excellence of mind and personal character; love of knowledge and of learning.

Community Engagement. We recognize and appreciate the contributions and partnerships of our community stakeholders and we seek opportunities to work collectively and cooperatively to disseminate knowledge and advice related to business endeavors.

Research and Scholarship. We seek to expand the knowledge in our disciplines by conducting relevant research and to disseminate this knowledge through teaching, intellectual contributions and service.

Diversity, Inclusion and Cooperation. We respect the rights, culture and dignity of all people as contributing members of the team.

THE FIVE STRATEGIC PRIORITIES

Creating a Student Centered Culture: Student Success, Student Engagement and Parent-Student satisfaction

Fully inaugurating 21st Century Higher Education at Tuskegee University: (Through) Innovative Online and Expanded Academic Programming and Instruction, Infrastructure and Technology

Administering Efficient Resource Management: Data-informed decision- making and Effective Human Resource Management

Obtaining a Marked and Increased (FTE)Enrollment: Recruitment, Retention and Persistence

Fostering a Culture of Advancement and Development: Diverse Portfolio of Fundraising

HOW WE WILL GET THERE

Strategic Priority I

Creating a Student Centered Culture: Student Success, Student Engagement and Parent-Student Satisfaction

The Brimmer College will:

work with the College of Business and Information Science (CBIS) Advisory Board to assess curriculum structure content and quality to ensure graduates have the knowledge and skills necessary to meet the demands of the business environment, including critical thinking, technology sophistication and resource management. (Responsibility: Faculty, Department Heads, Dean)
Ongoing

explore, develop and deliver activities that will increase opportunities for members of CBIS Advisory Board to engage and interact with students. (Responsibility: Faculty, Department Heads, Dean)

encourage faculty to stay abreast of current developments in their respective disciplines and to integrate the most up-to-date research findings into their teaching. (Responsibility: Intellectual Contributions Committee, Department Heads, Dean) Continuous

continue to identify course objectives and assess student learning outcomes using current processes. (Responsibility: Faculty, Assessment Committee, Department Heads)

continue to work with Career Development and Placement Services to identify opportunities for student internships and scholarships. (Responsibility: Students, Faculty)

conduct periodic reviews and evaluate the programs to determine if any changes to the course structure or course delivery methods are necessary. (Responsibility: Faculty, Curriculum Committee, Department Heads, Dean) Continuous

Strategic Priority II

Fully inaugurating 21st Century Higher Education at Tuskegee University: (Through) Innovative Online and Expanded Academic Programming and Instruction, Infrastructure and Technology

The Brimmer College will:

continue to pursue funding from the National Science Foundation to increase the number of minorities in the area of science, technology, engineering and mathematics (STEM).

provide additional online courses to help students meet changing demands.

evaluate existing programs to ensure continued viability and strength. (Responsibility: Faculty, Dean) Continuous

incorporate Enterprise Resource Planning software as a critical thinking problem solving tool.

explore the addition of a new master's program in Data Science and Information Security. (Responsibility: Computer Science Department Head and Faculty)

continue to monitor programs and make adjustments, as necessary, to ensure they meet the standards of quality in Cyber Security for re-designation by the National Security Agency and the Department of Homeland Security in 2022. (Responsibility: Redesignation Committee, Director)

Strategic Priority III

Administering Efficient Resource Management: Data-informed decision- making and Effective Human Resource Management

The Brimmer College will:

hire, develop and retain highly skilled faculty who demonstrate excellence in teaching, scholarship and service. (Responsibility: Department Heads, Dean)

provide continuing opportunities for professional development of all CBIS faculty and staff to ensure they remain at the forefront in the delivery of business and technical education.

Seek to reactivate the professional staff position focused on external relations, student advising and career preparation. (Responsibility: Department Heads, Dean)

Strategic Priority IV

Obtaining a Marked and Increased (FTE) Enrollment: Recruitment, Retention and Persistence

The Brimmer College will:

coordinate with the Office of Admissions to identify the top hometowns of

current students as a means to focus recruiting efforts. (Responsibility: Department Heads, Dean)
Continuous

b. continue to review and recommend changes as needed in the requirements for entry into the graduate program. (Responsibility: MS-ISSM Committee, Department Heads, Faculty)

c. provide an innovative shared first-year academic experience for all undergraduates; continue to mentor students and maintain relationships with family members through a once-a-year activity. (Responsibility: Freshman Student Coordinator, Advisors, Mentoring Committee)
Ongoing

develop a professional mentorship program by partnering advisory board members, alumni and/or graduate students with junior and senior undergraduate students. (Responsibility: Advisory Council, Dean, Department Heads, Mentoring Committee)

provide opportunities for students to present research at open forums. (Responsibility: Faculty, Students) Continuous

partner with community colleges in neighboring states to get a stream of students seeking a bachelor's degree in business or computer science.

interface with neighboring high schools to raise awareness of benefits of attending Tuskegee University. (Responsibility: Department Heads working with Office of Admissions and Enrollment Management)

Strategic Priority V

Fostering a Culture of Advancement and Development: Diverse Portfolio of Fundraising

The Brimmer College will:

work with the CBIS Advisory Board to develop an endowment for the College for scholarships and an endowed chair. (Responsibility: Dean, CBIS Advisory Board) Ongoing

encourage and require, where appropriate, faculty to write both solicited and unsolicited proposals to be disseminated to various partners, organizations and agencies for potential funding. (Responsibility: Faculty, Department Heads, Dean) Continuous

work in conjunction with the Office of Development in developing a fundraising plan for continued resource development. (Responsibility: Dean, Department Heads and Faculty) Ongoing

create a culture of philanthropy that will help increase the contribution participation rate among CBIS alumni.

This document represents the 2017 – 2022 plan for the College of Business and Information Science. The plan will be updated as conditions change.