2023-2024
Unit Annual Report
Division of Academic Affairs
Unit: School of Business & Technology

Please submit by June 1st to the AVP for Institutional Research & Planning

I   Mission and Goal/Outcomes Statement:
Provide overall Mission/Goal Statement for your unit.

The School of Business fuses academics and practical experience through our programs and areas of concentration. Our programs equip students with the essential knowledge of business theories, practical business skills, and innovative technology; then apply that knowledge strategically and ethically along with the ability to adapt to world changes. We strive for excellence through continual improvement and engagement with local business leaders. We support the inclusivity of all students, including those with varying abilities, and cultural backgrounds, and both active military and veterans. Our faculty prepares students to think critically and communicate effectively, act ethically and professionally, recognize and value creativity and diversity, and become socially responsible strategic leaders in both business and the community.

II   Personnel:
List all staff and note all personnel changes that occurred during 23-24.

Name	Position
Patricia LaFountaine	Administrative Assistant to the Dean
Jennifer Hanselman, Ph.D.	Dean

III   Facilities/Equipment:
List any new facilities/equipment/software etc. acquired during 23-24.

N/A – see department reports

IV   Budget Expenditure Analysis:
Was the budget expended as planned? Were additions/changes made, and if so, explain.

Funds supported School initiatives, including the B&T Student Ambassadors, guest speakers, and travel funds. In addition, funds were allocated to the students through meetings and events, travel to external meetings, and work related to student success, curricular innovation and research.

V   Programs/Activities:

List major campus activities, events etc. that the office participated in/supported; committees served; community outreach; etc. List events provided to current and prospective students. Also, provide professional development of all staff.

Building a Sense of Community in the School of Business & Technology
- Fall 2023, Spring 2024 All-School Meetings (Spring was a social event only)
- Weekly emails to Department Chairs (August-May)
- Organized the B&T Student Ambassador program (18 students participated, representing all B&T departments)
- Offered Dining Together program for the entire year.
- Attended at least one department meeting for all B&T departments
- Met with B&T Staff in Fall 2023, Spring 2024
- Attended department events, career nights, Development Day, campus events

Recruitment
- Collaborated with Admissions and accessed Slate regularly.
- Beginning in February, prepared weekly funnel reports and deposit trend data for all department chairs (at school and department/major level).
- Attended all Open Houses and Future Falcon Days
- Invited B&T Student Ambassador participation in all events
- Organized STEM Shadow Days
- Offered a virtual Future Falcon session for all accepted students
- Sent targeted emails to accepted transfer students to advertise the STEM Transfer Academy

Supporting Curricular Innovation
- Served as the University's point person for EAB Watermark Insights
- M.S. Construction Management approved in Summer 2023
- Launched the Data Analytics minor
- Discussed curriculum proposals with department chairs prior to AUC
- Supported efforts to create a financial literacy lounge space

Retention
- Fully launched Embedded Tutoring Program in ten courses (see UIF report)
- Organized and led the B&T Student Ambassador program (8 students participated, representing all B&T departments)
- Launched new HIP Coordinator (January 2024; ENGT)
- Launched new Faculty Fellow for Innovation and Engagement

Expanding and Enhancing External Partnerships
- Articulation agreements signed: Bristol CC, Springfield Technical Community College (ENGT)
- Industry Advisory Boards: Engineering Technology, Computer Science

Operations/Committees
- Served as Institutional Official for all compliance committees (IRB, IACUC, IBC)
- **Committees**: Institutional Review Board (*ex-officio*); Institutional Animal Use and Care Committee (*ex-officio*); Institutional Biosafety Committee (*ex-officio*); AUC- Curriculum Committee; Safety Committee; Sustainability Committee; CCE Workgroup; CCE Workgroup Community Engagement subcommittee; Provost Council; NEH Summer Stipend application review committee; AIF 2024-2025 Review Committee; Global Ambassador Scholarship review committee;
- **Invited remarks/attendance**: ROTC Cotillion (10/12/2023); Biotech panel moderator (04/10/2024); Mathematics Honors Society induction (03/22/2024); Psychological Science Psi Chi Induction (04/18/2024); ROTC Awards at WPI (4/24/2024); Climatetech Meeting at WPI (06/04/2024); PKAL Mass Chapter Conference Opening Remarks (6/12/24)
- **National, State, and Regional Conferences/Meetings attended**: MassTeach Leadership Team (monthly); ClimateTech at WPI (June 4, 2024); MassBioEd Life Sciences Workforce Conference (June 11, 2024);

VI   Action Plan for 2023-24:

(Insert your 23-24 Action Plan from last year's report)

Planned Initiatives for 2023-24	Associated Strategic Plan Goal & Strategy Goal	Indicate if a DEI initiative
Building a Sense of Community in the School of Health and Natural Sciences		
Continue B&T communications at the School, department chair through All-School meetings and email	4.5, 5.6	
Continue and improve B&T Student Ambassador Program	4.2	
Continue B&T Dining Together Program	4.2	X
Plan a guest speaker series and other events that bring together the faculty, staff, and students	1.2, 1.3, 1.4	
Plan an engaging, well-attended STEM Week	1.2, 1.3, 1.4, 3.6	x
Develop a greater understanding of the needs of the BSAD department, a new addition to the Dean's departments	4.2	

Recruitment		
Enhance academic collaboration and communication with the Admissions office and Student Affairs	2.6, 5.3, 5.6	
Continue work with Slate data to provide analysis regarding yield and trends to B&T department chairs throughout the recruitment cycle.	5.6	
Working with Department Chairs and B&T Student Ambassadors, incorporate "What Makes Us Great" into recruitment opportunities, on and off-campus	2.6	
Continue multifaceted efforts to recruit students – STEM Shadow Days, specialized tours, Email-a-thons, etc.	2.6	
Supporting Curricular Innovation		
Support ENGT in curricular change process and alignment to ABET standards.	1.2, 1.4	
Support the new, interdisciplinary Data Analytics minor (Math, CS, EGS).	1.2, 1.3, 1.4	
Work with all programs to identify innovative, interdisciplinary courses, minors, and certificates that meet the needs of the workforce.	1.2, 1.4, 1.7, 6.2	
Support BSAD's role in teaching financial literacy.	1.2, 1.4, 1.7, 6.2	
Explore new concentrations in BSAD.	1.2, 1.3, 1.4	
Work within IACBE standards to align and collect data (BSAD).	1.2, 1.4	
Retention		
Work collaboratively with Mathematics, Student Success, and Institutional Research to analyze Math Pathways and Math Placement success.	1.1	x
Support guest speakers and panels to connect students with workforce.	1.1	
Expanding and Enhancing External Partnerships		
Identify new industry and educational partners for all departments.	3.1, 3.2, 3.3	

Enhance alumni relations through the development of a School newsletter.	3.6	
Formalize internship agreements with industry partners.	3.1, 3.2, 3.3	
Develop new articulation agreements and dual enrollment agreements	3.1, 3.2, 3.3	
Bolster support for high-impact practices		
Identify and support a new High-Impact Practice Coordinator (ENGT).	1.2, 1.3, 1.4	
Continue to assist departments in pre- and post-award support.	4.5, 4.4	x

VII   Assessment Report for 2023-24

Were the Action Plan objectives met? ***Provide in list or table format that parallels item VI above****.*

Planned Initiatives for 2023-24	Associated Strategic Plan Goal & Strategy Goal	Were the objectives met?
Building a Sense of Community in the School of Health and Natural Sciences		
Continue B&T communications at the School, department chair through All-School meetings and email	4.5, 5.6	Yes
Continue and improve B&T Student Ambassador Program	4.2	Yes, expanded
Continue B&T Dining Together Program	4.2	Yes
Plan a guest speaker series and other events that bring together the faculty, staff, and students	1.2, 1.3, 1.4	Yes
Plan an engaging, well-attended STEM Week	1.2, 1.3, 1.4, 3.6	Yes, but attendance was still low
Develop a greater understanding of the needs of the BSAD department, a new addition to the Dean's oversight.	4.2	Yes, attended department meetings, and regular 1:1 chair meetings.

Recruitment		
Enhance academic collaboration and communication with the Admissions office and Student Affairs	2.6, 5.3, 5.6	Ongoing
Continue work with Slate data to provide analysis regarding yield and trends to B&T department chairs throughout the recruitment cycle.	5.6	Yes
Working with Department Chairs and B&T Student Ambassadors, incorporate "What Makes Us Great" into recruitment opportunities, on and off-campus	2.6	Ongoing
Continue multifaceted efforts to recruit students – STEM Shadow Days, specialized tours, Email-a-thons, etc.	2.6	Yes, also created a virtual Future Falcon Day.
Supporting Curricular Innovation		
Support ENGT in curricular change process and alignment to ABET standards.	1.2, 1.4	Ongoing, with an APR and multiple department meetings
Support the new, interdisciplinary Data Analytics minor (Math, CS, EGS).	1.2, 1.3, 1.4	Yes, courses offered
Work with all programs to identify innovative, interdisciplinary courses, minors, and certificates that meet the needs of the workforce.	1.2, 1.4, 1.7, 6.2	Ongoing
Support BSAD's role in teaching financial literacy.	1.2, 1.4, 1.7, 6.2	Ongoing. Proposal submitted internally to create financial literacy lounge. Work with ECON on major.
Explore new concentrations in BSAD.	1.2, 1.3, 1.4	Submitted and received EAB review
Work within IACBE standards to align and collect data (BSAD)	1.2, 1.4	Yes, assessment coordinator and dean attended conference and updated materials.

Retention		
Work collaboratively with Mathematics, Student Success, and Institutional Research to analyze Math Pathways and Math Placement success.	1.1	Yes
Support guest speakers and panels to connect students with workforce.	1.1	Yes, supported Sean Thornton's visit. BSAD students moderated.
Expanding and Enhancing External Partnerships		
Identify new industry and educational partners for all departments.	3.1, 3.2, 3.3	Ongoing
Enhance alumni relations through the development of a School newsletter.	3.6	Not yet
Formalize internship agreements with industry partners.	3.1, 3.2, 3.3	Ongoing and at a department level
Develop new articulation agreements and dual enrollment agreements	3.1, 3.2, 3.3	No
Bolster support for high-impact practices		
Identify and support a new High-Impact Practice Coordinator (ENGT).	1.2, 1.3, 1.4	Yes
Continue to assist departments in pre- and post-award support.	4.5, 4.4	Yes, particularly in ENGT – Mass Capital Skills and S-STEM.

VIII   Other Accomplishments:

List accomplishments not already captured above.

Proposal Title	Funder	Amount
S-STEM: Building Institutional Capacity to Support STEM Scholars through the Pedagogy of Real Talk	National Science Foundation	$1,000,000
Mass Capital Skills Grant	Executive Office of Education	$300,000 (pending)
AY 2023-2024 Grants Managed in Post-Award	**$ 1,000,000 ($300K pending)**	

IX   Action Plan 2024-2025:

Updates to the Action Plan may be submitted via a revised Annual Report.

Planned Initiatives for 2024-25 Add more rows as needed	Associated Strategic Plan Goal & Strategy Goal # followed by Strategy # ex: 3.2 Or NECHE Projection	Indicate if a DEI initiative
Building a Sense of Community in the School of Business and Technology		
Continue B&T communications at the School, department chair through All-School meetings and email	4.5, 5.6	
Continue and improve B&T Student Ambassador Program	4.2	
Continue B&T Dining Together Program	4.2	X
Plan a guest speaker series and other events that bring together the faculty, staff, and students	1.2, 1.3, 1.4	
Review and revise School mission statement.	4.5, 5.6	
Plan an engaging, well-attended STEM Week	1.2, 1.3, 1.4, 3.6	X
Recruitment		
Enhance academic collaboration and communication with the Admissions office and Student Affairs	2.6, 5.3, 5.6	
Continue work with Slate data to provide analysis regarding yield and trends to B&T department chairs throughout the recruitment cycle.	5.6	
Work with Department Chairs, Admissions, and Marketing to create a strategic enrollment plan for majors, and targeted marketing videos and materials.	2.6	
Continue multifaceted efforts to recruit students – Business, STEM Shadow Days, specialized tours, Email-a-thons, virtual sessions, etc.	2.6	

Supporting Curricular Innovation		
Support ENGT in curricular change process and alignment to ABET standards.	1.2, 1.4	
Create a Business/Biotech certificate, minor, or concentration	1.2, 1.3, 1.4	
Support BSAD and CS with accreditation	1.2	
Work with all programs to identify innovative, interdisciplinary courses, minors, and certificates that meet the needs of the workforce.	1.2, 1.4, 1.7, 6.2	
Retention		
Launch multifaceted Health Professions Meta Advising and Mentorship Program	2.1	
Work collaboratively with Mathematics, Student Success, and Institutional Research to analyze Math Pathways and Math Placement success.	1.1	X
Expanding and Enhancing External Partnerships		
Identify new industry and educational partners for all departments, including bolstering BSAD advisory board.	3.1, 3.2, 3.3	
Enhance alumni relations through the development of a School newsletter.	3.6	
Formalize internship agreements with industry partners.	3.1, 3.2, 3.3	
Develop new articulation agreements and dual enrollment agreements	3.1, 3.2, 3.3	
Bolster support for high-impact practices		
Identify and support a new High-Impact Practice Coordinator.	1.2, 1.3, 1.4	
Continue to assist departments in pre- and post-award support.	4.5, 4.4	X

X   Reflection:

Take this section to reflect on--

1)   Initiatives that you may be considering for 24-25 academic year that you did not already capture above.
N/A

2.)   Anything else not captured in this report that you would like to share.

N/A