



GARDNER-WEBB
UNIVERSITY

Godbold School of Business
Strategic Plan 2020-2025

I. ENROLLMENT, RETENTION, AND STUDENT SUCCESS

Commitment 1. We will make our University a destination of first choice for an increasing number of students from around the state, from across the region, and beyond.

Objective 1. We will collaborate with business leaders to more closely align our program and course offerings with the evolving needs of our region and with the interests of prospective business students by continuously monitoring trends.

Metric 1.1. Meet at least three times a year with the Godbold School of Business Advisory Board to discuss trends in the market and how curriculum articulates with the business environment.

Metric 1.2. Collect data from business entities on a biannual basis both locally and regionally to assess need and interest.

Metric 1.3. Collect data from business organizations who attend the internship/career fairs each semester.

Metric 1.4. Collect data from internship providers.

Objective 2. We will research accreditation bodies to explore our options for overall accreditation and programmatic accreditation to enhance the quality of our business school and attract new students.

Metric 2.1. Collect and compare data to assess various accrediting bodies.

Objective 3. We will continue to develop signature, high-impact learning experiences to enhance the quality of student learning, such as internships, experiential learning days, business site visits, study abroad programs and international emersion opportunities.

Metric 3.1. Find funding for and hire a Coordinator of High Impact Learning Experiences for the School of Business that will focus on experiential learning activities.

Metric 3.2. Work with the Center for Personal and Professional Development to increase the number of high quality internship opportunities available to students by 15% within 3 years.

Metric 3.3. Offer at least 2 study abroad/international learning experiences per year.

II. STRENGTHENING GWU'S FINANCIAL BASE

Commitment 2. We will increase and diversify the sources of revenue needed to sustain the growth and strengthening of our vibrant, comprehensive University.

Objective 4. We will contribute to reducing the University's disproportionate reliance on enrollment by creating an Advancement Council that will serve as a liaison with the Advancement Office and the School of Business to incubate new funding sources for the School of Business.

Metric 4.1. Create the Advancement Council (initial meeting launch in 2022-23 academic year).

Metric 4.2. Increase business alumni engagement by 25%.

Objective 5. We will increase the number of grants and outside funding for the Department, Faculty and University. We will send faculty to grant writing courses and create a work group that will research new grant opportunities for the School of Business.

Metric 5.1. Increase the number of faculty who complete grant training by 25% over the course of 3 years.

Metric 5.2. Increase the number of grant applications by 15% over the course of 5 years.

Metric 5.3. Increase the number of grants received by 10% over the course of 5 years.

III. BECOME AND INDISPENSABLE PARTNER TO THE TOWN, COUNTY, AND REGION

Commitment 3. Gardner-Webb University is a private university with a very public mission. We will increase our positive impact in the broader community and in the region by partnering with those who share our interest in improving the quality of life in Cleveland County and beyond.

Objective 6. We will contribute to improving the University's economic impact on the region by increasing our engagement with business entities to include the Cleveland County Economic Development Partnership, Charlotte Regional Alliance, Chamber Organizations, Christian Chamber Organizations, etc. We will utilize the Charlotte Campus for events such as networking, professional lectures, business socials, workshops, and more.

Metric 6.1. Develop an Economic Impact Study with appropriate funding for additional faculty to support this study.

Metric 6.2. Increase the number of events at the Charlotte Campus to at least 2 events per academic year.

Objective 7. We will contribute to the University's effort to provide cultural capital and become a community focal point by hosting events at both our main campus and the Charlotte campus.

Metric 7.1. Increase the number of events offered each academic year. We will host at least 2 events on the main campus and 2 at the Charlotte Campus.

IV. RESPECT OUR HERITAGE, EXTEND OUR BRAND, AND SHARPEN OUR IDENTITY

Commitment 4. We will achieve and sustain a reputation as North Carolina's leader in Christian higher education.

Objective 8. The School of Business utilizes its Christian foundation to introduce ethical values into the business environment. We will utilize our Center for Ethics and Entrepreneurship and our Journal of Ethics and Entrepreneurship to host scholarly events, conferences, and workshops that highlight our Christian identity.

Metric 8.1. Increase the number of presentations and publications as they relate to ethical standards in business by faculty and/or students by 10% over the course of 3 years.

Metric 8.2. Increase the number of events that highlight our Christian identity and ethical values per academic year. Host at least 2 events per academic year.

Metric 8.3. Increase the number of academic conferences that highlight our Christian identity and ethical values per academic year. Host at least 1 academic conference per academic year.