

College of Business Administration

FY 2024 Planning and Budget Meeting



Sam Houston State University
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

College of Business Administration

- Academic / Division Departments

- Accounting
- Economics & International Business
- General Business & Finance
- Management, Marketing & Information Systems

- Centers

- Center for Innovation, Technology & Entrepreneurship
- Gib Lewis Center for Business and Economic Development
- Small Business Development Center
- Center for Diversity, Equity, Inclusion, and Belonging in Business Education
- VITA Center

FY 2023 Accomplishments

- Priority 1: Prioritize Student Success and Student Access
 - The Smith-Hutson Endowed Chair of Banking hosted a Banking Day and Bank Industry Career Fair last October. A total of 37 Banks, Regulatory Agencies, and CPA Firms participated. A limited number of students also had the opportunity to dine at a seated luncheon with Bank Advisory Board members and bank representatives.
 - The College hosted its eighteenth COBA Alumni Career Panel last fall and this spring as part of its Career-Readiness week. The objective was for COBA students to have their career-related questions answered by recent alumni who have been successful in their careers.
 - Dr. Fidel Gonzales and Dr. David Drukker escorted four of our students to the 2nd Annual Conference of the Consortium of Texas HSI Economics Departments at the University of North Texas last October. This consortium was created to promote graduate studies among minorities (particularly but not exclusively Hispanics) and to increase the networking opportunities of undergraduate students and faculty from participating institutions.
 - There were 38 recruiters and approximately 150 students from the Accounting Department and the Beta Alpha Psi student organization sponsored the Meet-the-Firms event last fall.



FY 2023 Accomplishments

- Priority 2: Embody a Culture of Excellence
 - Accounting faculty, Dr. Ronny Daigle was elected to serve as the President of the Accounting Information Systems Educator Association (national association) from July 2022-July 2023. He was also selected by the Southwest Region of the American Accounting Association (the most prestigious national association for Accountants) to receive their Best Educator of the Year Award.
 - GBA faculty accomplishments: Bob Milner was selected as an Amazon Faculty Advisor for their Academy Online program through the CEO Club. He is one of 8 Entrepreneurship Faculty Advisors chosen in the country. Dr. Bala Maniam was reappointed as Associate Editor, *SMART Journal of Business Management Studies*. Dr. Mandy Duan was named the editor of the *Journal of Instructional Techniques in Finance* (JITF).
 - The Small Business Development Center was awarded the Organization of the Year at the Huntsville-Walker County 88th Annual Chamber Gala in December. In addition, the SBDC was awarded Assisting Clients with Obtaining the Most Capital in the Network; Being The Most Trusted Advisor; Having the Best Response Time for Taking Care of Clients.
 - Economics faculty, Dr. Doug Berg was selected as a Fellow of the Academy of Economics and Finance (AEF). This is the highest form of recognition of the AEF.



FY 2023 Accomplishments

- Priority 3: Elevate the Reputation and Visibility of SHSU
 - Last fall, the Chair of the Banking Program established 31 new or expanded strategic partnerships with banks, financial institutions, and/or finance-related organizations.
 - Jill Vaughan was a speaker on the panel titled "The Banking Education Renaissance" at the American Banking Association's Annual Conference in Austin last fall.
 - Janis Warner, the Venue Director, and Dr. Pam Zelbst, past Venue Director, coordinated and led the meeting at The Woodlands Center for the first face-to-face Project Management Institute Houston (PMIH) chapter meeting since 2019.
 - The SBDC hosted, with the Huntsville Chamber of Commerce Council for Diversity, a workshop on "How to do business with state and local agencies." Speakers included representatives from SHSU, TDCJ, the City of Huntsville, Walker County, and HISD. More than 20 small businesses attended from Huntsville and surrounding areas.



FY 2023 Accomplishments

- Priority 4: Expand and Elevate our Service to the State and Beyond
 - Bob Milner was an invited speaker at the Syracuse Entrepreneurship Bootcamp for Veterans (EBV) Wounded Veteran's Bootcamp in San Antonio last fall.
 - The Center for Innovation, Technology, and Entrepreneurship 3D printed several items (items originally whittled by Sam Houston) for our museum. Last October, the museum along with President White presented these reproductions to the Alabama Coushatta tribe.
 - The Center for Innovation, Technology, & Entrepreneurship was a sponsor of the Montgomery County Hispanic Chamber of Commerce open house at Glade Gallery in The Woodlands. It was attended by approximately 125 people.
 - The SHSU SBDC participated in the Woodforest National Bank Entrepreneurship 4All IDEAS TO ACTIONS workshop at the Conroe/Lake Conroe Chamber of Commerce, hosting small business owners and entrepreneurs wanting to learn more about starting and/or growing their business ideas in Montgomery and Walker County.

Budget Request

#1 Budget Priority	HEF Eligible - Regular replacement of instructional equipment. (whiteboards & copiers)
Aligned with Strategic Priority Goal	Strategy Priority 1 Goal 2: Academic Agility
Amount Requested	\$70,000
Frequency of Need	Recurring
Opportunity Statement	Faculty members need to have properly functioning whiteboards to teach their classes. In addition, copiers are necessary to make copies of assignments, handouts, quizzes, and tests. These types of equipment must be rotated out periodically due to their high usage and wear and tear.
Risk Statement	It will negatively impact our faculty members' ability to teach effectively without the use of well-functioning white boards. In addition, faculty will not be able to give out handouts and in-class quizzes and tests if copies cannot be made. This will negatively impact the quality of instruction.

Budget Request

#2 Budget Priority	O&M - Purchase services from Suitable. Suitable provides a customized mobile-first student engagement and success software that would incentivize student involvement in professional development activities as well as other co-curricular activities of our choosing.
Aligned with Strategic Priority Goal	Strategic Priority 1 Goal 3: Eliminate opportunity and achievement gaps
Amount Requested	\$34,000
Frequency of Need	One-time (to pilot the program), recurring thereafter if successful
Opportunity Statement	The students would be provided with a “roadmap to success” and their progress would be tracked over the course of their entire college career as business students. The experience is gamified on the student-side and would keep them on track with progress updates and stackable badging.
Risk Statement	We will continue to have decreasing student involvement in professional development activities which will negatively affect our students’ career readiness and success. This in turn could weaken our relationships with regular corporate attendees of our career fair and our accreditation bodies.

Supportive Data

- Data from Montclair State University

Retention Rate by Usage				
Number of Experiences Completed	Fall 2018	Fall 2019	Fall 2020	Fall 2021
0	83%	79%	87%	87%
1	91%	77%	91%	95%
2	93%	90%	93%	92%
3	98%	91%	97%	94%
4	95%	94%	Not Provided	93%
5	96%	95%	Not Provided	Not Provided
<i>Completion of 2 or more Experiences resulted in 90% or higher retention rate</i>				

Retention Performance Comparison				
	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Baseline Projected, if no Suitable	2642	2432	2709	2816
Actual with Suitable	2896	2822	2918	2976
Retention Outcome: Suitable vs Baseline	110%	116%	108%	106%
Additional Students Retained	254	390	209	160

Budget Request

#3 Budget Priority	O&M - Hire Mentor Collective to devise a formalized mentorship strategy for COBA.
Aligned with Strategic Priority Goal	Strategic Priority 1 Goal 3: Eliminate opportunity and achievement gaps
Amount Requested	\$40,000
Frequency of Need	One-time (to pilot the program), recurring thereafter if successful
Opportunity Statement	As schools compete for enrollments, institutions are using mentorship as a differentiator to provide an individualized experience. COBA freshmen (not in a UNI 1101 course) are matched up with COBA upperclassmen to serve as their mentors. This is a huge opportunity to empower peer mentors to uncover student challenges earlier in their lifecycles, leading to proactive intervention, optimization of resources toward those students who need support most, and offering a more individualized experience. Assessment data will allow us to measure the impact of the sense of belonging on student success, engagement, and retention.
Risk Statement	Our college has never had the resources to establish a formalized mentorship program. This is especially important when students do not take our classes until their junior year. Not utilizing a service such as this increases the risks of lower retention, learning loss, and lower student engagement and sense of belonging.

Supportive Data

- Currently being utilized at the following places in Texas:
 - Greater Houston Partnership
 - Rice University College of Business
 - UT Rio Grande Valley College of Business
 - Univ of Houston College of Business
 - San Jacinto College District
- At University of California Riverside there was a 2.1% higher Spring to Fall persistence for first-year students & 5% higher for transfer students.
- At Rice University, using Mentor Collective led to 500+ mentorships formed, 1,000+ SMS exchanged and 600+ Conversations logged.
- At University of Wisconsin, Madison among admitted students who engaged with a mentor, 69% indicated their intent to enroll, compared to 17% of those who did not engage with a mentor and there was 8.06% growth in sense of belonging.
- At University of North Carolina, Greensboro, Sense of Belonging Assessment showed an increase of 9.91% in Year 1 and an increase of 14.78% in Year 2 for mentees.

Budget Request

#4 Budget Priority	HEF Eligible - Flatten and repurpose Mafrige auditorium
Aligned with Strategic Priority Goal	Strategic Priority 2 Goal 2: Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities
Amount Requested	\$1,000,000
Frequency of Need	One-time
Opportunity Statement	The college is extremely space constrained. We need to establish a trading floor and offer a major in investments for our students to stay competitive with other business colleges. We also need space to add a business incubator for our fastest growing entrepreneurship major. In addition, it will provide meeting space that is needed for our student organizations, faculty, and advisory boards.
Risk Statement	If we do not flatten out the Mafrige auditorium, it will continue to remain unutilized space at a time when the College of Business Administration is acutely space-constrained. It will also not allow us to have a trading floor, business incubator, and offer meeting spaces for our students and alumni.

Budget Request

#5 Budget Priority	HEF Eligible - Computer equipment for the Center for Innovation, Technology and Entrepreneurship (CITE).
Aligned with Strategic Priority Goal	Strategic Priority 3 Goal 1: Increase internal and external strategic partnerships within three years
Amount Requested	\$101,630
Frequency of Need	One-time
Opportunity Statement	The Virtual Technologies are to expand the way we interact in a business environment. These additions will allow students, faculty, staff and the community to engage in projects in a virtual environment. The metal 3D printer will allow for prototypes to be 3D printed in metal resulting in expanded 3D materials capability. This will lead to greater learning opportunities for students, to allow more teamwork opportunities, and to work on interdisciplinary projects with other colleges.
Risk Statement	It will negatively impact the Center for Innovation, Technology, and Entrepreneurship to carry on the work they do without the support of these equipment. There will be learning loss for students who could have gained technical knowledge, teamwork skills, and the ability to work with other colleges on interdisciplinary projects, all of which make them more career-ready and competitive in the job market.

Summary of Budget Requests

1. Regular replacement of whiteboards & copiers – \$70,000
2. Purchase service from Suitable – \$34,000
3. Hire Mentor Collective – \$40,000
4. Flatten and repurpose Mafrige Auditorium– \$1,000,000
5. Computer equipment for CITE– \$101,630

***Total Amount Requested – \$1,245,630**

Self-funded New Initiatives

1. **Associate Dean for Faculty Research and Accreditation** - \$279,000
 - Strategic Priority 2 Goal 1: Academic Excellence
2. **Administrative Staff Admin Associate II (Centers)** - \$58,080
 - Strategic Priority 2 Goal 2: Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities
3. **Administrative Staff Admin Associate II (Finance)** - \$58,080
 - Strategic Priority 2 Goal 2: Align processes and resources, such as staffing, facilities, technology, and other assets to strategic priorities
4. **MGIS Lecturer** - \$71,280
 - Strategic Priority 1 Goal 2: Academic Agility
5. **Faculty Professional Development Funds**- \$25,000
 - Strategic Priority 2 Goal 1: Academic Excellence
6. **DEIB Operating Budget** - \$15,000
 - Strategic Priority 2 Goal 3: Provide a supportive, empowering, and culturally responsive workplace

Prospective “Big Ideas”

1. **Trading Floor with Bloomberg terminals (to go along with an investments track for finance majors) to help offer and get students ready to take the CFA exam upon graduation**
2. **Business Incubator**
3. **Center for Real Estate Education**
4. **Center for Energy & Energy Transformation Business**
5. **Multiple endowed chairs/professor positions**

Questions?



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