



"Use your success to help others who come after you." – John Massey



**Southeastern Oklahoma
State University**

Table 2-1 (2018-2023)

**Southeastern Oklahoma State University
John Massey School of Business**

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**Table 2-1
Strategic Initiatives and Sources of Funds 2018-2023**

Strategic Initiatives 2018-2023		Required Resources	Expected Source of Funds
GOAL 1: Create and deliver excellent academic programs that prepare students for meaningful careers, lives and service.			
1.2	<p>Utilize strategies that advance experiential education and engage students in co-curricular activities.</p> <ul style="list-style-type: none"> <i>Solicit opportunities for internships, externships, field visits, job-shadowing experiences, case studies, business plan development, etc. and examine methods to support them.</i> <i>Promote and encourage students to engage in professional student organizations and volunteer opportunities.</i> <i>Sponsor and offer support for conference participation to qualified students (Phi Beta Lambda, conference presentations, etc.).</i> 	<p>\$10,187 2022-2023</p> <p>\$9,032 2021-2022</p> <p>\$870 2020-2021</p>	<ul style="list-style-type: none"> Administration Faculty Sponsors (LM, RR, LP, CB) All Faculty
GOAL 3: Recruit, develop, and retain diverse and highly qualified faculty and staff who advance the mission and vision of the JMSB.			
3.1	<p>Ensure a recruiting process that will attract diverse and professionally qualified faculty and staff.</p> <ul style="list-style-type: none"> <i>Ensure faculty and staff hiring processes are consistent with required University practices.</i> <i>Ensure the faculty evaluation, tenure/promotion, and review processes are fair and effective.</i> 	<p>\$ 4,377,543 (Annual JMSB Faculty Compensation plus future raises, adjustments)</p>	<ul style="list-style-type: none"> Human Resources JMSB Department Chairs, Human Resources, Academic Affairs
3.5	<p>Support and encourage faculty development.</p> <ul style="list-style-type: none"> <i>Offer base level annual conference travel support to faculty.</i> <i>Make publication database available to faculty via appropriate platform.</i> 	<p>\$43,334 2022-2023</p> <p>\$29742 2021-2022</p> <p>\$2,009 2020-2021</p> <p>\$658 2019-2020</p>	<ul style="list-style-type: none"> JMSB Department Chairs, JMSB Secretary (MBA Prep Funds) JMSB Secretary

**Table 2-1a
Strategic Initiatives and Required Resources 2018-2023 Expanded**

Strategic Initiatives 2018-2023		Required Resources	Responsibility/ Source of Funds	Status
GOAL 1: Create and deliver excellent academic programs that prepare students for meaningful careers, lives and service.				
1.1	<p>Deliver programs and institute partnerships to enrich the JMSB curriculum and boost enrollment.</p> <ul style="list-style-type: none"> • Increase undergraduate and graduate enrollment. • Assess current programs and introduce new concentrations and appropriate certifications in the undergraduate and MBA programs in emergent fields that align with our core competencies. 	NA	<ul style="list-style-type: none"> • Kristie Luke, Dean of Records • Administration and Faculty, CMAoL committee members 	Met and Ongoing
1.2	<p>Utilize strategies that advance experiential education and engage students in co-curricular activities.</p> <ul style="list-style-type: none"> • Solicit opportunities for internships, externships, field visits, job-shadowing experiences, case studies, business plan development, etc. and examine methods to support them. • Promote and encourage students to engage in professional student organizations and volunteer opportunities. • Sponsor and offer support for conference participation to qualified students (Phi Beta Lambda, conference presentations, etc.). 	<p>\$10,187 2022-2023</p> <p>\$9,032 2021-2022</p> <p>\$870 2020-2021</p>	<ul style="list-style-type: none"> • Administration • Faculty Sponsors (LM, RR, LP, CB) • All Faculty 	Met and Ongoing
1.3	<p>Engage local businesses, community partners, and JMSB Advisory Board members with faculty and students.</p> <ul style="list-style-type: none"> • Foster class projects involving local businesses and/or board members that service community needs. • Recruit board members, alumni, and distinguished business leaders to serve as guest speakers in targeted classes. 	NA	<ul style="list-style-type: none"> • All Faculty • JMSB Chairs, Faculty 	Met and Ongoing

GOAL 2: Attract, develop, and retain high-quality students.				
2.1	<p>Attract a high-quality, diverse population of students that includes traditional undergraduate, first-generation college students, international students, and working adults to JMSB programs.</p> <ul style="list-style-type: none"> • Coordinate with Office of Recruitment to support recruitment activities of students. • Manage articulation agreements in place with community colleges that facilitate a seamless transfer of students to College programs. • Encourage faculty participation in SE Live (annual event catered to regional high school juniors, seniors and parents), and Southeastern's annual Curriculum Contest. 	NA	<ul style="list-style-type: none"> • Administration (Admissions/Recruitment) • Administration (Registrar, Dean of Records) • Administration (Admissions/Recruitment) 	Met and Ongoing
2.2	<p>Support academic and professional development and mentoring opportunities for students.</p> <ul style="list-style-type: none"> • Examine and revise, as appropriate, academic programming, advising support, course scheduling, and delivery modalities that are mindful of the distinct educational needs of first-generation, minority, working adult/non-traditional student population.. • Engage advisory board members, business leaders, and alumni in developing and mentoring students. • Encourage and support ethical behavior and integrity by students. 	NA	<ul style="list-style-type: none"> • Administration and Faculty • Director of SE Career Services, JMSB Department Chairs • All Faculty/Business Policy Professor 	Met and Ongoing
GOAL 3: Recruit, develop, and retain diverse and highly qualified faculty and staff who advance the mission and vision of the JMSB.				
3.1	<p>Ensure a recruiting process that will attract diverse and professionally qualified faculty and staff.</p> <ul style="list-style-type: none"> • Ensure faculty and staff hiring processes are consistent with required University practices. • Ensure the faculty evaluation, tenure/promotion, and review processes are fair and effective. 	\$ 4,377,543 (Current Annual JMSB Faculty Compensation)	<ul style="list-style-type: none"> • Human Resources • JMSB Department Chairs, Human Resources, Academic Affairs 	Met and Ongoing
3.2	<p>Support, enhance, and track professional development and mentoring opportunities for faculty and staff.</p> <ul style="list-style-type: none"> • Maintain and support an orientation program for new faculty and staff. <ul style="list-style-type: none"> ▪ Clarify job-specific requirements and expectations. ▪ Outline clear expectations for collegiality, ethical and professional behavior in dealing with peers, staff, students, and the external community. • Maintain and support an informal faculty onboarding and mentoring program. <ul style="list-style-type: none"> ▪ Encourage ongoing, informal mentoring, coaching, and professional feedback by seasoned JMSB faculty and staff 	NA	<ul style="list-style-type: none"> • Administration and JMSB Chairs • JMSB Chairs and Senior Faculty 	Informally Met and Under Revision

3.3	<p>Enhance faculty capabilities in teaching methodologies and instructional technology.</p> <ul style="list-style-type: none"> • Ensure that 100% of faculty successfully transition to and use LMS in their classes whether fully online, F2F-only (F2FO), or F2F-hybrid (F2FH) models. • Ensure that 100% of faculty successfully complete Quality Matters certification. 	NA	<ul style="list-style-type: none"> • Academic Affairs, CIDT, JMSB Department Chairs 	Met and Ongoing with New Faculty Hires
3.4	<p>Recognize faculty and staff achievements in the areas of teaching, research, service, and mentoring.</p> <ul style="list-style-type: none"> • Celebrate faculty and staff achievement utilizing a variety of means that make them valued. <ul style="list-style-type: none"> ▪ Annual Awards Banquet ▪ Faculty Senate Award Nominations ▪ Beta Gamma Sigma Induction ▪ Newsletter ▪ Social Media ▪ University Press Releases 	NA	<ul style="list-style-type: none"> • Administration (Marketing and Public Relations), JMSB Newsletter Editor, and All Faculty 	Met and Ongoing
3.5	<p>Support and encourage faculty development.</p> <ul style="list-style-type: none"> • Offer base level annual conference travel support to faculty. • Make publication database available to faculty via appropriate platform. 	<p>\$43,334 2022-2023</p> <p>\$29742 2021-2022</p> <p>\$2,009 2020-2021</p> <p>\$658 2019-2020</p>	<ul style="list-style-type: none"> • JMSB Department Chairs, JMSB Secretary (IVY funds) • JMSB Secretary 	Ongoing
GOAL 4: Facilitate intellectual collaboration and engagement with academic, business, and local communities.				
4.1	<p>Support faculty intellectual collaboration with academic communities.</p> <ul style="list-style-type: none"> • Encourage interdisciplinary research, both within and outside the JMSB, with discernible contribution from each discipline in the research product. 	NA	<ul style="list-style-type: none"> • All Faculty 	Ongoing
4.2	<p>Provide faculty-consulting services to local and regional business and governmental communities as requested.</p> <ul style="list-style-type: none"> • Support and showcase faculty consulting services to organizations at local and regional levels. • Reestablish and nurture relationships with local partners (e.g., First United Bank, OSBDC, REI, and Native American tribal councils). 	\$NA	<ul style="list-style-type: none"> • All Faculty • JMSB Department Chairs and all Faculty 	Ongoing
4.3	<p>Support faculty and student engagement with business and local communities</p> <ul style="list-style-type: none"> • Encourage faculty and student involvement in service to communities we serve. • Continue to host the Women in Entrepreneurship conference on campus that includes small business leaders, regional economic and workforce development experts, faculty, and students and encourage growth of the local entrepreneurial environment. 	\$NA	<ul style="list-style-type: none"> • All Faculty • OSBDC Director, JMSB Department Chairs, Assigned Faculty (LP, CK, DW) 	Met and Ongoing

**Table 2-1
Strategic Initiatives and Sources of Funds 2023-2028**

Strategic Initiatives 2023-2028	Required Resources	Expected Source of Funds
GOAL 2: ENSURE ONGOING ENROLLMENT. Support student success with innovative programs, welcoming campus spaces, high-quality online instruction, and connectedness for online students, and effective recruiting strategies to attract new students and increase retention rates.		
2.1	<p>Create a physical and digital infrastructure that supports enrollment and student success.</p> <ul style="list-style-type: none"> The JMSB will identify meeting and interactive learning spaces for affinity groups including funding and equipping a dedicated classroom equipped with appropriate media and software for a Small Business Marketing and Entrepreneurship Lab. A study to explore the potential development and identify potential funding mechanisms for a dedicated Finance and Accounting Trading Lab will be conducted. 	<p>\$20,000-35,000 for Marketing and Entrepreneurship Lab</p> <p>\$125,000-150,000 for Finance and Accounting Trading Lab</p> <p>\$25,000 annual Trading Lab licensing fees.</p> <p>Governmental grants. Private funding.</p>
GOAL 3: RETAIN FACULTY AND LEADERSHIP. Create a work environment that fosters growth and innovation where faculty and staff are supported and challenged with development and research opportunities. The JMSB will actively seek to recruit and retain faculty that are demographically reflective of the diversity of our region and nation.		
3.1	<p>Ensure the faculty evaluation, tenure/promotion, and review processes are fair and effective. The JMSB will actively seek to recruit and retain faculty that are demographically reflective of the diversity of our region and nation.</p> <p>Continue to ensure that policies are appropriately operationalized and periodically reviewed for currency, compliance, and consistency with the University mission.</p>	<p>\$4,500,000 estimated compensation</p> <p>Continued support of University administration and adequate funding for academic positions. Plus annual adjustments for new positions, promotions, raises.</p> <p>University funding.</p>
3.3	<p>Support and encourage faculty development.</p> <p>Southeastern will require all full-time instructors for online courses to complete specific training in course development and instruction in the digital learning environment.</p> <p>Southeastern, with JMSB participation and compliance, will implement systematic course-reviews to ensure high quality web-based course content and layout consistent with best practices and Quality Matters criteria.</p>	<p>\$70,000-75,000 goal to allow \$3,000 annual budget for each full-time faculty member.</p> <p>University funding. Endowment funding. MBA Prep Fund.</p>

	In acknowledgement that a workforce is better prepared for new and evolving challenges through networking, training, and development, the University will seek to expand opportunities for employees to access developmental training, conferences, and events.		
GOAL 4: INCREASE COMMUNITY ENGAGEMENT.			
Facilitate intellectual collaborations and engagement with communities and organizations we serve, enhancing our societal impact through the effect of research and services in the real world.			
4.1	<p>Host seminars and conferences that support small business leaders, regional economic and workforce development experts, and encourage growth of the local entrepreneurial environment (i.e., Women in Entrepreneurship Conference).</p> <p>Southeastern’s JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, the Oklahoma Small Business Development Center, and other entities with whom planned cooperation results in mutually beneficial outcomes.</p>	\$5,500-7,000 annual budget for Women in Entrepreneurship Conference.	University funding. OSBDC support. Conference fees.
4.3	<p>Encourage faculty and student involvement in service to communities we serve.</p> <p>To promote a culture of academic success, encourage mentorship and academic opportunity, and highlight undergraduate and graduate research, the JMSB will encourage and support the presentation of research and community service projects by students.</p> <p>Southeastern’s JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, the Oklahoma Small Business Development Center, and other entities with whom planned cooperation results in mutually beneficial outcomes. Specifically, funding and resources will be sought for the possible development of a regional economic development center and annual competition for students to partner with Texoma area businesses on marketing, valuation, and other projects.</p>	\$5,000-7,500 annual estimate to implement and conduct student competition for Texoma area businesses.	Governmental grants. Private funding. University funding.
GOAL 5: EXPAND APPLIED AND EXPERIENTIAL LEARNING.			
Grow student opportunities to apply their coursework through internships or other applied learning programs.			
5.1	Solicit opportunities for internships, externships, field visits, job-shadowing experiences, case studies, business	Support from faculty, deans, chairs, and	

	<p>plan development, etc. and examine methods to support them.</p> <p>The JMSB will identify meeting and interactive learning spaces for affinity groups including funding and equipping a dedicated classroom equipped for applied learning through a Marketing and Entrepreneurship Lab. Additionally, a study to determine the potential development and potential funding mechanisms for an Accounting and Finance Trading Lab will be conducted. Continued development of new internships and relationships with current organizations for internships will be continuously maintained.</p>	<p>assistance from SE Career Center.</p> <p>See corresponding item 2.1 including: \$20,000-35,000 for Marketing and Entrepreneurship Lab; \$125,000-150,000 for Finance and Accounting Trading Lab; \$25,000 annual Trading Lab licensing fees.</p>	<p>University funding. Private foundations. Government grants.</p>
5.2	<p>Engage advisory board members, business leaders, and alumni in developing and mentoring students.</p> <ul style="list-style-type: none"> Southeastern’s JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, and other entities with whom planned cooperation results in mutually beneficial outcomes. Begin a pilot program through the new John Massey Leadership Scholars Program launching in Fall 2023. 	<p>\$7.4 million total: \$100,000 2023-2024 \$200,000 2024-2025 \$300,000 2025-2026 \$400,000 2026-beyond annually.</p>	<p>Massey Family Foundation was secured in 2023 for the JMLS Program. University funding.</p>
5.4	<p>Sponsor and offer support for conference participation to qualified students (conference presentations, student organizations).</p> <p>Create more opportunities for development of leadership skills and roles. Where appropriate, connect student organizations with faculty, and seek to enhance the connectedness between students and faculty through more involved organizational advisership. Increase opportunities for online students to be involved in campus-connected student organizations. Explore and identify the most appropriate student organization(s) with which to partner for the benefit of our students and which aligns with our status as an AACSB accredited Business School.</p>	<p>\$5,000 goal. Potential funding reallocation.</p>	<p>University funding. Student organization dues.</p>

**Table 2-1a
Strategic Initiatives and Required Resources 2023-2028 Expanded**

Strategic Initiatives 2023-2028	Required Resources	KPI	Status
<p align="center">GOAL 1: ADVANCE INNOVATIVE PROGRAMS.</p> <p>Successful business programs should be current, relevant, and global in perspective. Maintaining relevance in existing courses, developing new courses and academic initiative that continue to meet student and industry needs is of utmost importance.</p>			
<p>Assess current programs and certifications in the undergraduate and graduate programs to ensure curriculum relevance within society, industry and the development of technology.</p> <p>The JMSB in collaboration with the Career Management Center will explore and expand course offerings and emphasis areas for the BBA in Hospitality Management through development of formal articulation agreements that create a pathway to the BBA and MBA in hospitality management.</p> <p>Southeastern’s JMSB will pursue partnerships with community colleges, including pipeline and credit-transferability agreements to ensure a streamlined pathway to the University for transfer students.</p> <p>The JMSB will formalize a mentorship program with students assigned a mentor in addition to an academic advisor, for broader inspiration, ideas, and encouragement. This program will include designated and trained staff, faculty and approved John Massey Fellows—those selected from among the JMSB Advisory Board. The pilot for this will be developed and launched through the new John Massey Leadership Scholars Program in the Fall of 2023.</p>	<p>Dean and Chair support and coordination. Faculty participation.</p>	<p>Advisory board feedback, focus groups, internal audit (common rubric). Develop and implement articulation agreements. Formal MOU with Choctaw Nation of Oklahoma and sister higher education institution(s). Implementation of a mentoring program.</p>	<p>Ongoing</p>
<p>Introduce new concentrations and appropriate certifications in the undergraduate and MBA programs in emergent fields that align with our core competencies.</p> <p>Specifically, JMSB will explore partnering with the Choctaw Nation and other institutions of higher education that provide Indian gaming management courses (that JMSB does not offer) for the purpose of a 3+1 program transferring in one to two semesters of that will be paired with our undergraduate Hospitality Management Major.</p> <p>Southeastern’s JMSB will pursue partnerships with community colleges, including pipeline and credit-transferability agreements to ensure a streamlined pathway to the University for transfer students.</p>	<p>Administration and Graduate Office support, Enrollment Management support, Chairs coordination, Faculty participation.</p>	<p>Programs and concentrations with supporting documentation. Development and implementation of articulation agreements</p>	<p>Ongoing</p>

GOAL 2: ENSURE ONGOING ENROLLMENT.

Support student success with innovative programs, welcoming campus spaces, high-quality online instruction, and connectedness for online students, and effective recruiting strategies to attract new students and increase retention rates.

2.1	<p>Create a physical and digital infrastructure that supports enrollment and student success.</p> <p>The JMSB will identify meeting and interactive learning spaces for affinity groups including funding and equipping a dedicated classroom equipped with appropriate media and software for a Small Business Marketing and Entrepreneurship Lab. A study to explore the potential development and identify potential funding mechanisms for a dedicated Finance and Accounting Trading Lab will be conducted.</p>	<p>\$20,000-35,000 for Marketing and Entrepreneurship Lab</p> <p>\$125,000-150,000 for Finance and Accounting Trading Lab</p> <p>\$25,000 annual Trading Lab licensing fees.</p>	<p>University Master Plan implementation and stakeholder feedback. Funding sources identified. Grant(s) written and funded.</p>	Started
2.2	<p>Develop innovative strategies for online and hybrid learning that attract new students.</p> <p>Southeastern will require all full-time instructors for online courses to complete specific training in course development and instruction in the digital learning environment. Southeastern and the JMSB will implement systematic course-reviews to ensure high quality web-based course content and layout consistent with best practices and Quality Matters criteria.</p>	<p>Support from CIDT and appropriate funding from administration.</p>	<p>Focus group for Canvas, student surveys, engagement survey, Quality Matters course reviews.</p>	Ongoing
2.3	<p>Coordinate with the University to support recruitment activities of students including SE Live, Honors, Scholars Day, JMLS Program,</p> <p>The JMSB faculty and staff will actively recruit and work to retain students that are demographically reflective of the diversity of our region and nation.</p>	<p>Coordination and support from Enrollment Center and administration.</p>	<p>Recruitment events outcomes; Number of students that eventually enrolled at SE (Source: Admin - Office of Admissions/Recruitment)</p>	Ongoing
2.4	<p>Manage articulation agreements in place with community colleges that facilitate a seamless transfer of students to college programs.</p> <p>Southeastern's JMSB will pursue partnerships with community colleges, including pipeline and credit-transferability agreements to ensure a streamlined pathway to the University for transfer students.</p>	<p>Support and assistance from University Enrollment, and Registrar.</p>	<p>Number of transfer students. (Source- Admin-Registrar, Dean of Records).</p>	

GOAL 3: RETAIN FACULTY AND LEADERSHIP.

Create a work environment that fosters growth and innovation where faculty and staff are supported and challenged with development and research opportunities. The JMSB will actively seek to recruit and retain faculty that are demographically reflective of the diversity of our region and nation.

3.1	<p>Ensure the faculty evaluation, tenure/promotion, and review processes are fair and effective. The JMSB will actively seek to recruit and retain faculty that are demographically reflective of the diversity of our region and nation.</p> <p>Continue to ensure that policies are appropriately operationalized and periodically reviewed for currency, compliance, and consistency with the University mission.</p>	<p>\$4,500,000 estimated compensation Continued support of University administration and adequate funding for academic positions.</p>	<p>Faculty evaluation, development plans. (Source: JMSB Department Chairs, Human Resources, Academic Affairs).</p>	Ongoing
3.2	<p>Encourage ongoing mentoring, coaching, and professional feedback by seasoned JMSB faculty and staff.</p> <p>Southeastern will make a concerted effort to ensure that employees receive proper training for their roles at the University.</p> <p>The JMSB will strive to reduce turnover and promote retention of both junior and senior faculty.</p>	<p>Administrative support from VPAA, Dean, and Chairs.</p>	<p>Teaching support, service support, and assistance with publications by seasoned/tenured faculty with untenured, junior faculty. (Source: All faculty and Sedona reports). Dean's Office/Administrative Assistant assignments; annual faculty assessment reports for new faculty, and assigned faculty mentor; Human Resources: Faculty Retention Rates).</p>	Ongoing
3.3	<p>Support and encourage faculty development.</p> <p>Southeastern will require all full-time instructors for online courses to complete specific training in course development and instruction in the digital learning environment.</p> <p>Southeastern, with JMSB participation and compliance, will implement systematic course-reviews to ensure high quality web-based course content and layout consistent with best practices and Quality Matters criteria.</p> <p>In acknowledgement that a workforce is better prepared for new and evolving challenges through networking, training, and development, the University will seek to expand opportunities for employees to access developmental training, conferences, and events.</p>	<p>Amount of professional development and travel funds awarded to each faculty; funds spent on databases. (Source: JMSB Department Chairs, JMSB Administrative Assistant.</p> <p>\$70,000-75,000 goal to allow \$3,000 annual budget for each full-time faculty member.</p>	<p>Administrative support from VPAA, Dean, Chairs, CIDT. Adequate and appropriate funding.</p>	Ongoing

GOAL 4: INCREASE COMMUNITY ENGAGEMENT.

Facilitate intellectual collaborations and engagement with communities and organizations we serve, enhancing our societal impact through the effect of research and services in the real world.

4.1	<p>Host seminars and conferences that support small business leaders, regional economic and workforce development experts, and encourage growth of the local entrepreneurial environment (i.e., Women in Entrepreneurship Conference).</p> <p>Southeastern's JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of</p>	<p>Coordination between JMSB and local Chamber, OSBDC. Support from University administration.</p> <p>\$5,500-7,000 annual budget for the Women in Entrepreneurship Conference.</p>	<p>Number in attendance, outcomes, testimonials.</p>	Ongoing
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	Commerce, the Oklahoma Small Business Development Center, and other entities with whom planned cooperation results in mutually beneficial outcomes.			
4.2	<p>Engage local businesses, community partners, and JMSB Advisory Board members with faculty and students.</p> <p>Southeastern's JMSB will build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, the Oklahoma Small Business Development Center (OSBDC), Rural Enterprises, Inc. (REI), Southern Oklahoma Development Authority (SODA), and other entities with whom planned cooperation results in mutually beneficial outcomes.</p>	Involvement and engagement of JMSB faculty members with local Chamber, OSBDC, REI, SODA. Support from University administration.	Course projects, applied research, case studies, guest speakers.	Ongoing
4.3	<p>Encourage faculty and student involvement in service to communities we serve.</p> <p>To promote a culture of academic success, encourage mentorship and academic opportunity, and highlight undergraduate and graduate research, the JMSB will encourage and support the presentation of research and community service projects by students.</p> <p>Southeastern's JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, the Oklahoma Small Business Development Center, and other entities with whom planned cooperation results in mutually beneficial outcomes. Specifically, funding and resources will be sought for the possible development of a regional economic development center and annual competition for students to partner with Texoma area businesses on marketing, valuation, and other projects.</p>	<p>Adequate funding for initiatives such as implementation of the Accounting and Finance Lab and Marketing and Entrepreneurship Lab. Secure funding and support for projects between students and local businesses. Involvement of faculty in seeking grants and opportunities for student involvement in research.</p> <p>\$5,000-7,500 annual estimate to implement and conduct annual student competition through a proposed regional economic development center for Texoma area businesses.</p>	Number of faculty and students involved. Funding of a center. Launching of annual competition.	Ongoing
<p>GOAL 5: EXPAND APPLIED AND EXPERIENTIAL LEARNING.</p> <p>Grow student opportunities to apply their coursework through internships or other applied learning programs.</p>				
5.1	<p>Solicit opportunities for internships, externships, field visits, job-shadowing experiences, case studies, business plan development, etc. and examine methods to support them.</p> <p>The JMSB will identify meeting and interactive learning spaces for affinity groups including funding and equipping a dedicated classroom equipped for applied learning through a Marketing and Entrepreneurship Lab. Additionally, a study to determine the potential development and potential funding mechanisms for an Accounting and Finance Trading Lab will be conducted. Continued development of new internships and relationships with</p>	<p>Support from faculty, deans, chairs, and assistance from SE Career Center.</p> <p>Adequate funding for initiatives such as implementation of the Accounting and Finance Trading Lab and Marketing and Entrepreneurship Lab. Secure funding and support for projects between students and local businesses. See corresponding item 2.1 including: \$20,000-35,000 for Marketing and Entrepreneurship Lab; \$125,000-150,000 for Finance and Accounting Trading Lab;</p>	Number of students participating in internships. Enrollment data in the Internship Courses, Internship evaluations, and POARs. Advisory Board members utilization of JMSB students as interns.	Ongoing

	current organizations for internships will be continuously maintained.	\$25,000 annual Trading Lab licensing fees.		
5.2	<p>Engage advisory board members, business leaders, and alumni in developing and mentoring students.</p> <p>Southeastern's JMSB will continue to build strong relationships with regionally located businesses, the Durant community and surrounding area, the Chamber of Commerce, and other entities with whom planned cooperation results in mutually beneficial outcomes. Begin a pilot program through the new John Massey Leadership Scholars Program launching in Fall 2023.</p>	<p>Faculty, Chairs, Dean involvement in building relationships and pursuing internship opportunities for students. Faculty involvement in JMLS Program as mentors.</p> <p>Adequate funding of \$7.4 million from the Massey Family Foundation was secured in 2023 for the JMLS Program.</p>	<p>Internships – First United Bank, Choctaw Coop Program. (Source: Director of SE Career Services, JMSB Department Chairs). Number of Massey Scholars involved in pilot mentoring program.</p>	Ongoing
5.3	<p>Promote and encourage students to engage in professional students organizations and volunteer opportunities.</p> <p>Create more opportunities for development of leadership skills and roles. Where appropriate, connect student organizations with faculty, and seek to enhance the connectedness between students and faculty through more involved organizational advisership.</p>	<p>Adequate funding and faculty sponsorship and support. Administrative support. VPSA recognition of clubs and organizations.</p> <p>Financial support of faculty advisors' requisite travel. Appropriate dues for student members.</p>	<p>Number of students Faculty advisors/sponsors for the organizations including Accounting and Finance Club, VITA, Young Entrepreneurs, and potential School-wide organization.</p>	Ongoing
5.4	<p>Sponsor and offer support for conference participation to qualified students (conference presentations, student organizations).</p> <p>Create more opportunities for development of leadership skills and roles. Where appropriate, connect student organizations with faculty, and seek to enhance the connectedness between students and faculty through more involved organizational advisership. Increase opportunities for online students to be involved in campus-connected student organizations. Explore and identify the most appropriate student organization(s) with which to partner for the benefit of our students and which aligns with our status as an AACSB accredited Business School.</p>	<p>New line item budget in the JMSB. Administrative support. Vice President of Student Affairs (VPSA) recognition of clubs and organizations.</p> <p>\$5,000 goal. Potential funding reallocation.</p>	<p>Number of faculty and students involved. Funding of a center. Launching of annual competition.</p>	Ongoing