

2022-2027 STRATEGIC PLAN

Wilkes University

Jay S. Sidhu School
of Business & Leadership





LETTER FROM THE DEAN

The Sidhu School of Business and Leadership prepares students for a market relevant and societal impactful business environment for success in today's highly competitive global marketplace. Whether beginning a career, looking to change one, or a desire for an advanced degree, the Sidhu School blends theory and practice with mentoring and personal professional development to support its graduates toward rewarding and well-paying careers. The School's vision is to transform students through an empowering education in a mentoring environment that develops personal, professional and leadership

skills through scholarship, experiential learning and community engagement. Its mission is to have all graduates prepared with the knowledge, skills, experiences and passion to lead diverse organizations in the face of dynamic challenges and a rapidly changing global environment as it values learner focus, innovation, scholarship, relevance, integrity and diversity.

DR. ABEL ADEKOLA

Dean of the College of Business and Engineering

MISSION, VISION AND VALUES

MISSION

Sidhu School graduates will be prepared with the knowledge, skills, experiences and passion to lead diverse organizations in the face of dynamic challenges and a rapidly changing global environment.

VISION

The Sidhu School transforms students through an empowering education in a mentoring environment that develops personal, professional and leadership skills through scholarship, experiential learning and community engagement.

VALUES

LEARNER FOCUS

A student focus that enhances the personal and professional development of the individual through teaching, service learning, mentoring and advising

INNOVATION

Educational culture fosters leadership, creativity and forward thinking to create social and economic value

SCHOLARSHIP

Development of intellectual contributions and scholarship that advances knowledge and informs teaching

RELEVANCE

Application of theories and concepts to real-world situations that are relevant to evolving business practices

INTEGRITY

Authenticity and ethics represent the cornerstones of healthy societies and economics

DIVERSITY

Commitment to community that embraces diversity, social responsibility and a global perspective that enhances our students' preparation as leaders and the well-being of those around us

STRATEGIC PLANNING PROCESS

The Sidhu School closed out its 2017-2022 Strategic Plan in Spring and Summer 2022. At the same time, the process for developing this 2022-2027 Strategic Plan began with meetings of the Sidhu Leadership Team, which includes the Dean, Department Chairs and Program Directors. Also, the Strategic Planning Committee comprising a mix of faculty and staff across all departments and programs were convened to examine how the Sidhu School could maintain excellence in the areas of teaching and learning, research and scholarship and community and professional engagement.

In May 2022, a retreat of all faculty and staff gathered and completed an analysis of the School to identify strengths, weaknesses, opportunities and threats. In addition, the group thoroughly reviewed other relevant data (Bridge to the Future Strategic Plan developed by Wilkes University, Risk Management Plan developed by Sidhu School, Student Exit Surveys gathered between 2017-2022, and Sidhu Strategic Plan 2017-2022) to understand where we should focus our efforts.

While considering the Sidhu School's six values mentioned above, the Leadership Team and Strategic Planning Committee met and established three pillars on which the School organized its initiatives, set goals and identified metrics. These are (1) Re-Invest in Our People, (2) Re-Innovate with Data and (3) Re-Position the Sidhu School.





In August 2022, a retreat of faculty, staff and students gathered to determine objectives and strategies that the School should pursue to achieve each of the three pillars. These objectives and goals underlie the School's Strategic Plan over the five-year period 2022-2027. The School's Risk Analysis Plan originally developed in May 2021 was reviewed and later updated as of August 2022 based on discussions at the retreat and by the Leadership Team.

The School began implementing its 2022-2027 Strategic Plan as of Fall 2022. However, initiatives were under way to improve on this plan even as we began implementing it.

In Fall 2022, the Dean's Executive Advisory Board reviewed and provided suggestions on how to improve the plan. Along with other new suggestions from internal and external stakeholders, the plan was updated in October 2022. This plan was updated again in February 2023 based on a request that specific items be included from the AACSB initial accreditation Peer Review Team (PRT).

It is our intention to publicize our accomplishments around the three pillars and 12 objectives annually to faculty, staff, students, university community, alumni, the Dean's Executive Advisory Board and other external stakeholders. We will do this through annual, documented internal and external stakeholder meetings, emails, website postings, social media and other outlets as appropriate.

RE



INNOVATE WITH DATA

Programs
Curriculum
Change

INVEST IN OUR PEOPLE

Faculty & Staff
Students Alumni

POSITIONING SIDHU

Branding
Partnerships
Fundraising

2022-2027 SIDHU SCHOOL STRATEGIC PLAN

RE-INVEST IN OUR PEOPLE

- Continue the aggressive hiring of high-quality, research-active faculty, and provide support for continued growth of academic research
- Develop life-long learning opportunities for faculty, staff and students
- Increase human resources to support Personal and Professional Development (PPD) and other programs
- Develop processes to highlight accomplishments and celebrate success

RE-INNOVATE WITH DATA

- Regularly review, evaluate and update programs and curriculum according to well-developed policies for data driven decision making
- Cultivate opportunities to partner with all units in the College of Business and Engineering
- In addition to preparing students for post-graduation employment, develop processes to prepare students for graduate school

RE-POSITION THE SIDHU SCHOOL

- Increase globalization of Sidhu School programs to students in other countries.
- Develop comprehensive marketing strategy for all programs, including undergraduate and graduate programs
- Cultivate revenue-generating events, sponsorships and other internal/external funding opportunities to support the School
- Publish an Annual Summary of Sidhu Community Engagement and Societal Impact activities

STRATEGIC PILLAR 1: RE-INVEST IN OUR PEOPLE

OBJECTIVES

1.1 Continue the aggressive hiring of high-quality, research-active faculty, and provide support for continued growth of academic research

STRATEGIES:

- Advertise positions at discipline specific conferences
- Increase the number of faculty and staff by 25%
- Develop mentoring program internally within School
- Provide research support through funding for travel to present papers or for research development, research support funding for data, etc.
- Provide research grant opportunities for faculty members

1.2 Develop life-long learning opportunities for faculty, staff, students and alumni

STRATEGIES:

- Enhance teaching workshops, research symposiums and other workshop offerings for faculty, staff and students considering our societal impact focus areas of “Empowering Education” and “Community Engagement”
- Develop free or discounted education opportunities for alumni
- Create reverse mentoring programs (undergraduate students can share their expertise around technology, digital media topics, etc. with MBA students and alumni)

1.3 Increase funding and human resources to support PPD, Integrated Management Experience (IME) and other programs

STRATEGIES:

- Explore external funding opportunities to enhance and expand PPD, IME and other programs in the Sidhu School
- With external funding support and possibly even new internal funding, expand human resources (staff) in PPD, IME and other programs in the School
- Highlight value of PPD and IME and share outcomes with students to garner interest internally and externally

1.4 Develop processes to highlight accomplishments and celebrate success

STRATEGIES:

- Collect success stories for faculty, staff, students and alumni
- Have the Sidhu Marketing and Communications Taskforce share success stories
- Maximize utilization of Sidhu website and social media accounts
- Update Sidhu electronic bulletin boards regularly

1.5 Support research excellence in the Sidhu School and increase the number of high-quality publications

STRATEGIES:

- Provide research support through funds for travel to present papers or for research development, research support funding for data, etc.
- Enhance research roundtable experiences for faculty members
- Identify thought leadership areas of Sidhu School faculty and promote these internally and externally
- Create and regularly highlight a list of faculty research accomplishments, particularly high-quality publications each semester building to an annual list
- Encourage and incentivize faculty members to produce high-quality research publications



STRATEGIC PILLAR 2: RE-INNOVATE WITH DATA

OBJECTIVES

2.1 Regularly review, evaluate and update programs and curriculum according to well-developed policies for data driven decision making

STRATEGIES:

- Collect relevant data for program evaluations and communicate the data to faculty and staff regularly
- Ensure that the School's societal impact focus areas (see page ?) are included in the curriculum and documented
- Have the Curriculum Committee (faculty) develop formal policy and timeline for benchmarking attributes and communicate results with faculty and staff on a regular basis
- Create mechanisms to receive formal input from the Dean's Executive Advisory Board, Student Advisory Board, alumni and other external stakeholder groups
- Maximize utilization of Google Shared Drive and provide regular updates for transparency and communication purposes

2.2 Cultivate opportunities to partner with all units in the College of Business and Engineering

STRATEGIES:

- Develop opportunities for faculty to work together in teaching, research and/or service
- Develop opportunities for students to work together through group projects or competitions (Business Ethics Case Competition, Business Plan Competition, etc.)
- Seek opportunities for cross-listing classes and maximizing the efficiency of course offerings
- Create new interdisciplinary courses
- Offer PPD for all students in the College of Business and Engineering

2.3 In addition to preparing students for post-graduation employment, develop processes to prepare students for graduate school

STRATEGIES:

- Provide orientation and information sessions about graduate school to students
- Improve undergraduate research opportunities and conference attendance
- Offer more research methods courses to undergraduate students to prepare them for graduate education

STRATEGIC PILLAR 3: RE-POSITION SIDHU SCHOOL

OBJECTIVES

3.1 Increase globalization of Sidhu School students and programs

STRATEGIES:

- Work closely with the Office of Global Engagement for potential markets
- Explore and standardize partnerships with universities/faculty overseas
- Create exchange programs for faculty, staff and/or students
- Host conferences or workshops for international audiences
- Develop scholarships specifically for international students

3.2 Develop comprehensive marketing strategy for all academic degree programs, including undergraduate and graduate

STRATEGIES:

- Ensure sufficient course offerings at the undergraduate and graduate levels
- Work closely with Wilkes Marketing Communications Department to initiate new marketing activities for undergraduate and MBA programs
- Expand the Sidhu School Marketing Communications Task Force for marketing efforts
- Collaborate with other universities and colleges and explore more 4+1 programs through new marketing efforts
- Highlight success stories of current students, undergraduate alumni and MBA alumni
- Develop outreach programs for local business and organizations to market the undergraduate and MBA programs

3.3 Cultivate revenue-generating events, sponsorships and other internal/external funding opportunities to support the Sidhu School

STRATEGIES:

- Leverage “Giving Day” to best benefit the Sidhu School
- Explore new fundraising opportunities with the Vice President of Advancement
- Offer outreach programs to the Commonwealth Medical School and others
- Explore new internal funding opportunities with the Provost

3.4 Publish an Annual Summary of Sidhu Community Engagement and Societal Impact Activities

STRATEGIES:

- Collect stories from faculty, staff, students and alumni regularly
- Highlight uniqueness of Sidhu School and community engagement and societal impact activities of faculty, staff, students and alumni

SIDHU SCHOOL STRATEGIC PLANNING TIMELINE

March 2022

Dean Adekola asked Strategic Plan Committee to begin the process of updating the Strategic Plan

May 13, 2022

All faculty and staff gathered and completed an internal analysis including a strengths, weaknesses, opportunities, and threats (SWOT) assessment

August 24, 2022

Strategic Plan Committee produced a summary of their findings with recommendations

October 2022

Strategic Plan Committee completed first draft of the plan and the plan was reviewed by Dean's Executive advisory board, and other constituents

April 2022

Strategic Planning Committee discussed internal analysis processes

Summer 2022

Committee gathered other relevant data including Bridge to the Future Strategic Plan, Risk Management Plan, Exit Survey data, and previous strategic plan and reviewed the data.

August 26, 2022

All faculty and staff gathered to create a focused set of goals and objectives. Then, the committee facilitated focus groups to come up with strategies

January 30, 2023

Strategic Plan Committee finalized the Monitoring and Evaluation Plan for the 2022-2027 Strategic Plan (KPIs, Benchmarks, and Timelines)

**STRATEGIC PLANNING
COMMITTEE MEMBERS
AY 2022-23**

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