

Kelley School of Business - Indianapolis

1999's Most Important Goals and Progress Against Those Goals

1. Improve the "customer satisfaction" of the MBAs

Performance Indicators

Evidence on Performance

Get ranked in US News & World Report
Put MBA diploma issue behind us
Improve program delivery

Application sent in; not scuttled by B'ton
Student complaints have vanished in last months
Stronger faculty in place; Q20 trends look good; # of courses offered have risen a bit
More courses offered; fewer complaints about them
Better relationships now; current placements have gone well
First steps taken; not proceeding as quickly as I'd like; new website for KSB up

Improve ADC courses (web-based ones)
Better use of Graduate Career Services (B'ton)
Start marketing campaign

2. Invigorate Undergraduate Program

Performance Indicators

Evidence on Performance

Expanded Honors & Placement programs
Computer & Information Systems major
Stronger delivery

24 students for fall core sections; 30 companies visited to date
Approved for Fall 2000; faculty line hire in progress
New coordinator for X103; Q20 trends up; part-timers tied to us better with special meeting and contacts

3. Develop New Revenue Streams

Performance Indicators

Evidence on Performance

Masters of Professional Accountancy
Kelley Direct CMBA (web-based MBA)

Enrollment up to 40-50 and growing
Pilot running well; in discussion with other companies, including Korean ones

4. Renovate the Building

Performance Indicators

Evidence on Performance

On-time renovation and within budget

Project approved and construction currently on schedule

5. Student Retention

Performance Indicators

Evidence on Performance

MBAs and MPAs

Student attrition is not a particular issue as most leave because they have been relocated by their companies; student attrition in 1999 was 13 out of 357, or 3.6%

Undergraduates

Once admitted to KSB, retention rate for graduation is 70%+; new advisor shared with University College; good commitments to X100 and X103 from the School; moving to smooth out inequities in the curriculum and to communicate better with undergrads; online application

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2000's Most Important Goals

- 1. *Improve the “customer satisfaction” of the MBAs – same as 1999***
- 2. *Invigorate Undergraduate Program – same as 1999***
- 3. *Develop New Revenue Streams – same as 1999***
- 4. *Student Retention – same as 1999***

- 5. *Improve Faculty Research Productivity – new goal***

Performance Indicators

Number of publications of all types
Number of publications in recognized A journals
Strength of the “buzz” about research in the halls

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Significant Achievements for 1999

Learning

- ② KSB-Indy's distance education unit has begun an Online MBA program for a consortium of service industry companies that shows great promise for the future.
- ② There has been continued growth in a number of recent innovations: the Masters of Professional Accountancy degree program, X100 and X103 in University College, and the Alternative Delivery Channel courses (ADC courses) in the part-time MBA program.
- ② KSB-Indy established a new Computer and Information Systems major for the undergraduates.

Responsibilities of Excellence

- ② Indianapolis -based faculty continue to publish academic research articles at a higher rate than have our School counterparts in Bloomington.

Centrality and Community Connections

- ② We have inaugurated a Board of Visitors for KSB-Indy that includes 34 top-rank executives from the greater Indianapolis area.
- ② KSB-Indy has begun its own undergraduate placement and internship operations that involve increasing numbers of area businesses.
- ② Continuing activities: The Learning Community courses offered by the School involved freshmen students in Junior Achievement outreach to elementary school students all over the Indianapolis metropolitan area; Indianapolis -based faculty have appeared giving Kelley Commentaries on the *Indiana Business This Week* television show

Collaboration

- ② The new Computer and Information Systems major represents a collaboration between IUPUI's Purdue School of Science and KSB-Indy.
- ② KSB-Indy was the only IUPUI school that offered all of the Learning Communities assigned to it.

Accountability and Best Practices

- ② KSB-Indy has begun a renovation of our building that should help both the productivity of staff and of the faculty.