I. College goals and progress.

   a. **Goal 1: Finalize all faculty qualifications documents and the accounting curriculum to comply with new AACSB standards.**
      A new college faculty qualifications guidelines document has been approved unanimously by the faculty. All faculty have a copy. It’s also available under the Faculty/Faculty Resources tab on the Goddard website. Every faculty member is currently at his/her correct qualification level!

   b. **Goal 2: Raise at least $5 million toward GSBE’s $25 million capital campaign goal.**
      As of the date of the writing of this report, fiscal YTD fundraising is nearing $4.5 million. After having been near the bottom of total fundraising four years ago, the college is now vying for tops in dollars raised during the campaign.

   c. **Goal 3: Improve GSBE’s webpage and social media presence.**
      A student worker has improved Goddard’s social media presence, particularly on Facebook and Twitter, but much more improvement is needed. A faculty team is working with the University Communications team to revamp our website completely, with the goal of an improved site before fall classes begin. The college’s leadership team will discuss this summer whether to hire a full-time marketing director to run these efforts, as well as develop and operate a student recruitment initiative to reverse enrollment declines.

   d. **Goal 4: Continue to make progress on Supply Chain Management (SCM), Master of Taxation (MTAX), Study Abroad, Entrepreneurship and Sustainability programs, which are the five strategic focus areas of the School.**
SCM has made the most progress. Students competed in an SCM case competition in Denver last fall. They performed well, but didn’t place. SCM then hosted the first WSU case competition this spring, with the hosts placing second. SCM has also doubled the size of its advisory board to include nearly every major SCM employer in Utah. It also implemented the new curriculum that faculty believe will set the program apart from others. The SCM faculty seek support for the development of a common core curriculum that includes students taking their first SCM course early in their programs.

The MTax program saw a dramatic decrease in enrollments. Enrollments look better for the coming fall. The program director will identify clear goals for the coming years that will generate progress toward national recognition.

The Hall Global Entrepreneurship Program has excelled. Despite having a single faculty member dedicated to it, the program sponsored four competitions this year, awarding over $21,000 to winning student teams. The program will also have an event in an on-campus summer experience for high school students in 2015. The number of students in the minor doubled in the program’s second year. Fundraising for entrepreneurship continues to be highly successful, including a $1m gift from Gail Miller’s foundation.

We ran two faculty-led study abroad programs this year, in addition to having a few students study for a month during summer at partners abroad and one student studying in China for the year. The 2+2 curricula with France and Germany are now in place. The dean will lead the high school recruitment efforts for the 2+2s this fall. The WSU Dept. of Foreign Languages (DFL) has been helpful. The Goddard School and DFL are also discussing a collaborative degree program.
The main thrust of the sustainability efforts has been attempting to identify a theme or two that many faculty can rally around. 22 faculty currently engage in sustainability-related research, but the topics are diverse.

e. **Goal 5: Increase communication between the Office of the Dean and the GSBE faculty and staff.**
Minutes of Executive Team meetings continue to be distributed. The dean sends periodic email announcements and updates, and walks the halls regularly to talk with faculty.

**Goal 6: Finalize loop-closing activities for all college-level Assurance of Learning (AoL)**
The faculty team responsible for AoL has met regularly and progress is on track for our next accreditation cycle (2017-18).

II. Next year’s goals.

a. **Goal 1: Reverse the enrollment declines of the past two years and put the college on track to share in the growth of the university.**

b. **Goal 2: Raise at least $5 million toward GSBE’s $25 million capital campaign goal.**

c. **Goal 3: Improve the School’s marketing efforts, particularly with respect to student recruitment, on-campus marketing, and high school recruitment for select programs (2+2, SCM, Entrepreneurship).**

d. **Goal 4: Continue to make progress on Supply Chain Management (SCM), Master of Taxation (MTAX), Study Abroad, Entrepreneurship and Sustainability programs, which are the five strategic focus areas of the School. Create formal Centers for all but Study Abroad.**
e. **Goal 5:** Financial goals include renegotiating the revenue split for the International Economics program with Continuing Education; keeping all of our incremental differential tuition and earning back the lost differential tuition from 2014-15; successfully replacing two retiring faculty; securing funding for a new finance faculty (differential tuition should do this); secure funding for an additional SCM faculty; and securing funding to remodel the 2nd floor HVAC system in the Wattis building.

f. **Goal 6:** Continue to make progress on college-level Assurance of Learning (AoL) Outcomes.

g. Create a Coordinating Committee to share information more regularly among college standing committees and college leadership.

h. **Develop a better orientation program for incoming Goddard students,** develop a new set of diagnostic questions for entering students with the goal of helping them identify areas in which they need remedial work, and work on foundation/core curriculum consistency.