

Mountains of OPPORTUNITIES

Goddard School's Mission, Vision, Distinguishing Values, Guiding Principles, Strategic Initiatives, and Learning Goals

Globally Informed

Analytically & Technically Able

Ethically & Socially Responsible

Knowledge of Key Business Disciplines

Teamwork, Collaboration, & Communication

STUDENT LEARNING GOALS

Transforming the Learning Environment

Building Bridges to Goddard

Integrating & Expanding Technology, Analytics & Critical Thinking Across the Curriculum

Connecting Students to Curriculum & Communities

STRATEGIC INITIATIVES

RESEARCH

Utilization of research to further learning
Advancement within & across disciplines
Application of Theory to Practice

SCHOLARLY RELEVANCE

We advance and disseminate research relevant to our scholarly communities, business practitioners, and broader society.

TEACHING & LEARNING

A coordinated curriculum aligned with market needs
A personal touch to serving students
A flex-paced program that accommodates the needs of working students
An affordable educational investment

STUDENT FOCUS

We help our students develop the knowledge, skills, and ethics valued by contemporary business & necessary for our society.

COMMUNITIES

Students & Employers
University, College, Dept., Program
Profession, Global

CONSTRUCTIVE SERVICE

We contribute time and expertise to the support of our campus and communities.

GUIDING PRINCIPLES

DISTINGUISHING VALUES

DELIBERATE CULTURE

We nurture an innovative and principled culture with a commitment to continuous improvement.

We will be a leader among our peer institutions in providing undergraduate and masters level business and economics education. Through the educational experiences we create, our students will be able to transform themselves into leaders who grow their communities and positively impact the world. We will be known for our scholarship, our commitment to the communities we serve, and our ability to prepare capable graduates.

VISION

The John B. Goddard School of Business & Economics provides quality undergraduate and graduate education for developing professionals and career-oriented students. Degree programs are grounded in the university's liberal arts tradition and focused on synthesis of theory across disciplines, the application of theory to practice and the enhancement of professional skills. While we are primarily a regional institution, we seek to prepare our students to succeed in the global economy.

MISSION



Strategic

INITIATIVES

2020 PROGRESS

Transforming the Learning Environment



Faculty and staff strategized the transformation of a physical classroom to enhance collaborative teaching and learning. We received a Perkins grant of \$40,000 to support this project.

Faculty transformed their teaching skills toward effective online and virtual teaching as a result of the pandemic.

An Online Entrepreneurship Certificate was approved. With the support of a Cares Act, Learn & Work program grant, we awarded 60+ scholarships to students at WSU, the Ogden-Weber Technology College, the Davis Technology College, and from the community.

Building Bridges to Goddard



Continued attention to recruitment, retention, and completion strategies.

Relationship building with Weber School District and individual high school faculty, administrators, and counselors.

Exploration of additional Concurrent Enrollment courses to enhance the transition from high school to the Goddard School of Business & Economics.

Received funding and support from the UACPA to launch an accounting specific summer camp mirroring our Early Executive Leadership Academy. The camp was postponed until summer 2021, but plans and funding were approved.

Integrating & Expanding Technology, Analytics & Critical Thinking



The MBA Program launched three new certificates — Business Analytics, Cyber Security and Business Development.

With the support of a Cares Act Learn & Work program grants, we awarded over 40 students \$300,000 in scholarships to complete these certificates.

Accounting Analytics was approved as a required course for Accounting majors.

Enrollments in MIS 2030 – Intro to Business Analytics continue to increase.

Faculty introduced multiple new technology and analytically-based assignments and projects across the curriculum (Tableau, AI and various business analytics software applications).

Connecting Students to Curriculum & Communities



The Nye Lecture Series added speakers from around the country. It was approved to become a Business Foundations course to support students early in their career exploration.

GSBE and the School of Finance & Business at Shanghai Normal University signed an agreement allowing their students to earn an International Economics degree from WSU.

International and global issues courses were approved to have the GLOBAL course designation on student transcripts and in the course schedule.

Built a partnership between the Supply Chain faculty and the 748th SCM group at HAFB.

Explored ways of formalizing consulting and internship projects with the Goddard Consulting Group.

Launched a Student Executive Leadership structure with Develop Ogden. Two GSBE students were selected to serve as officers.



Strategic

INITIATIVES

2021 FOCUS

Transforming the Learning Environment



Complete the installation and remodel of a collaborative teaching classroom in the Wattis Building.

Explore learner success and the changes needed in the culture of teaching and learning.

Launch an MBA Virtual/Online Pathway for students outside the service area.

Building on the lessons learned about virtual/online learning, explore multiple pathways to degrees by delivery mode, location, and time to better accommodate student demand.

Building Bridges to Goddard



Continued refinement of recruitment, retention, and completion strategies.

Expand partnership with Weber School District by holding student events on site at WSU and in schools.

Launch additional concurrent enrollment courses for Fall 2021 so students have credits when graduating high school that count toward any degree in the Goddard School.

Intentional engagement with students and teachers in existing concurrent enrollment courses (Intro to Business and Entrepreneurship).

Integrating & Expanding Technology, Analytics & Critical Thinking



Teach the new courses in recently approved Graduate Certificates in Business Analytics, Cyber Security and Business Development in the MBA Program.

Graduate the first students to complete the Minor in Data Analytics.

Propose a new master of science in management information systems to build on the business analytics and cyber security curriculum that was launched in 2020.

A new faculty member will be hired to teach internet marketing and analytics to marketing majors.

Connecting Students to Curriculum & Communities



Build and launch a Management Accounting degree program.

Explore additional 2+2 or 2+3 programs with Shanghai Normal University.

Plan and implement multiple student consulting projects with faculty and community mentorship (county/city government, UAMMI, HAFB, Northern Utah Venture Fund and others).

Build a stronger recruiting program with HAFB and across the aerospace sector in Northern Utah to support job growth associated with programs such as the GBSI initiative.

