

# College of Business

## 2011-2021 Outcomes and Progress Report

2021 Fall Update with the President and Provost

**K-STATE**  
**2025**

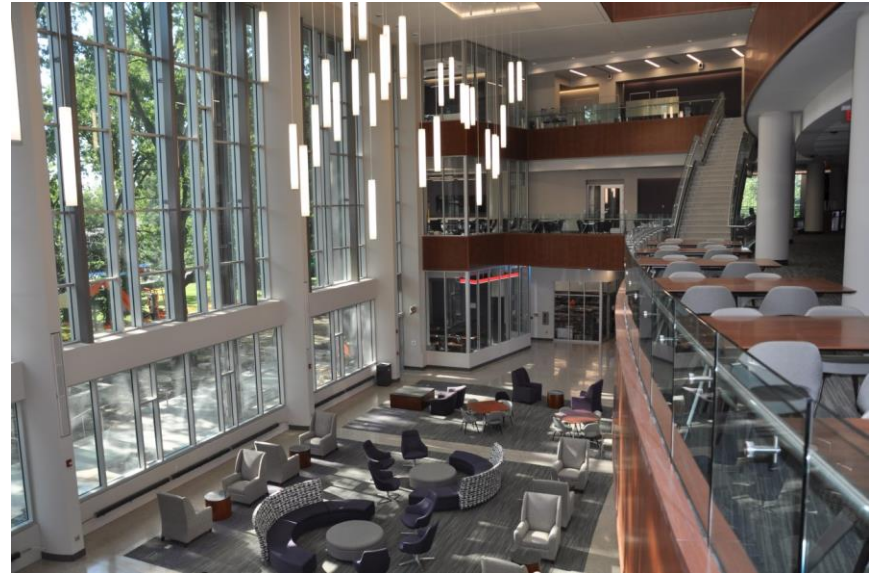
**KANSAS STATE**  
UNIVERSITY

# Key Accomplishments

## 2011 - 2021

# New Business Building

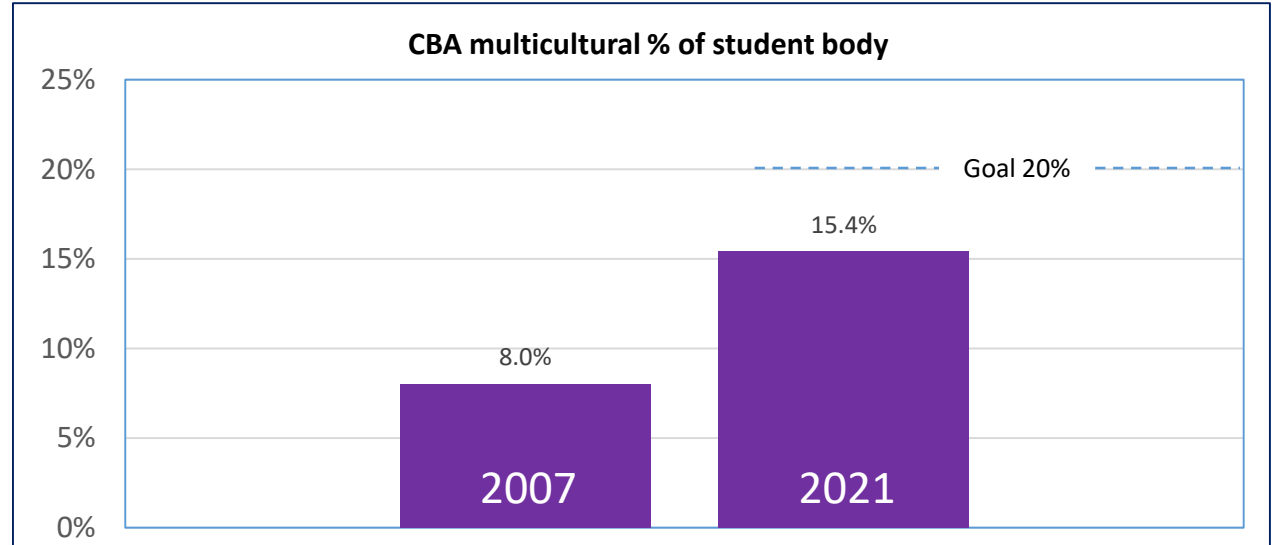
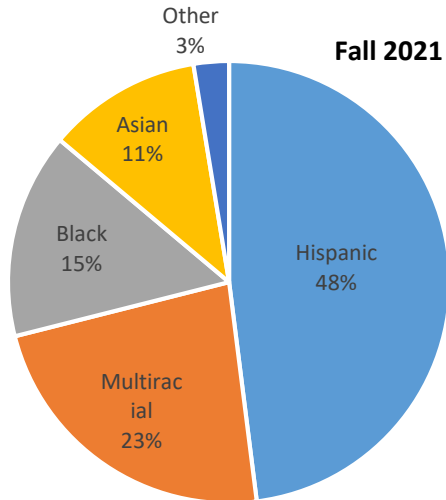
Conceived, designed, raised funds, constructed, furnished, installed tech, and occupied new 160,000 SQFT business building. Turned over Calvin Hall, including all furniture and technology purchased by CBA, to College of Arts and Sciences.



# Multicultural Students

Implemented MAPS, KOMPASS, Rise Up, and other diversity related CBA programs to attract and retain multicultural students in the College of Business.

In 2021, multicultural students made up 15.4% of the CBA student body, up from 8% in 2007.



% multicultural headcount on 20th day of fall semester (number in orange is multicultural headcount). Includes American Indian, Asian, black, Hawaiian, Hispanic, multiracial; Does NOT include international, unknown, and white.

# Advising Office Success

- Implemented Summer Jump Start Program for transfer students. Received the Creative and Innovative Award at the 2017 North American Association of Summer Sessions annual conference.
- Also Implemented several new programs: Success 101 new student orientation, Business orientation course, and the Academic Advising Assistant program.



# Graduate Programs

- Developed curriculum, created classes, hired director, and launched an entirely **online MBA program**. Growth from 5 admitted students in 2013 to 82 students in 2021. Our PMBA program is ranked as the 35th best in the nation by U.S. News & World Report's 2021 Best Online MBA Programs.
- Created a **MS degree in Data Analytics** in 2019, current enrollment is 68.
- Created an **online Masters of Accountancy program**.
- Formed the **Graduate Studies Advisory Council**, which works on securing scholarships, internships, and job opportunities for our graduate students.
- Collaborating with other campus departments (Economics, Industrial Engineering, Statistics, Math, and Computer Science) to develop and offer a **Graduate Data Analytics Certificate**.



# Career Development

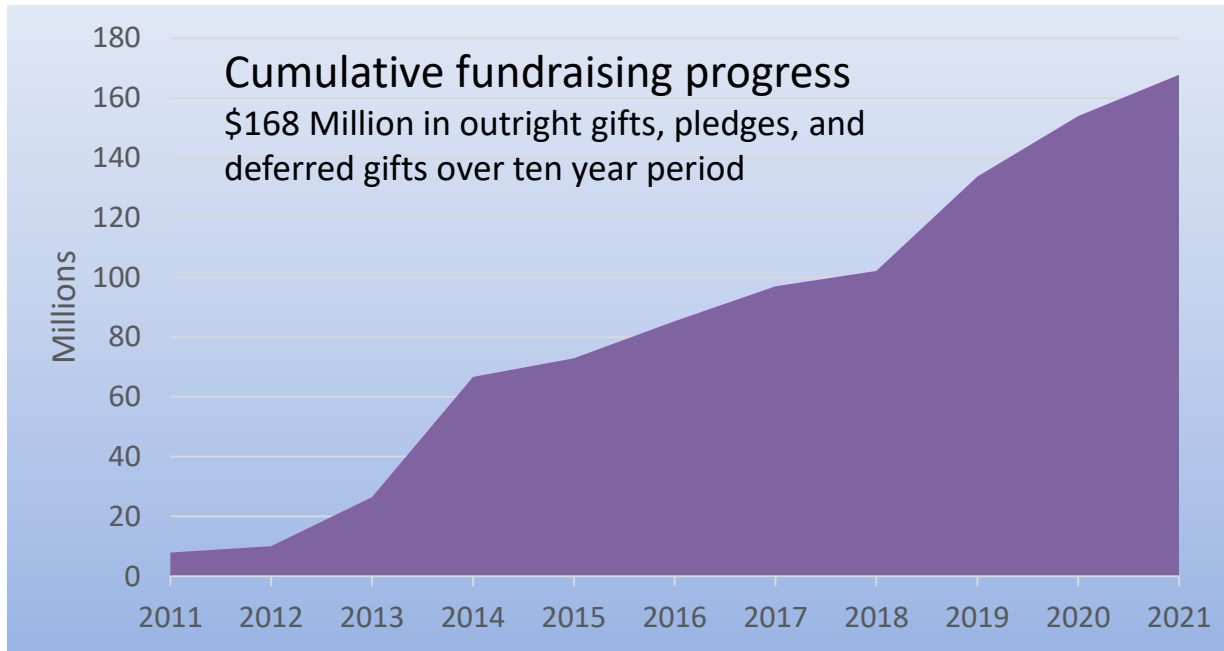
Conceived and implemented a nationally recognized Career Development program. The three core areas are:

- **Executive Mentor program:** which pairs students with their own personal mentor from the business community to develop and work toward the student's career goals, hone the student's professional skills, identify appropriate career opportunities, and begin to build the student's professional network.
- **Career Accelerator program:** a fast paced 8-week course to address career readiness topics and prepare students for successfully seeking and securing internships and full time positions.
- **Career Coach program:** individualized career reflection and preparation with a career coach to develop an appreciation for different careers, develop a career area focus, and obtain the needed skills and experiences to be successful in their chosen field.



# Fundraising

Funds raised for innovative programs, faculty/staff support, student scholarships, and our new facility.



- Surpassed \$150M goal in Innovation and Inspiration campaign
- Doubled college endowment from \$48M (2017) to \$100M (2021)
- Completed business building fundraising (summer 2021)



# Scholarships



## Increase in Annual Scholarship Awards to Business Students



# Strategic Faculty/Staff Hiring from Student Fee

Successfully conceived, promoted, and implemented a three phase student fee to fund the hiring of additional CBA faculty and staff resulting in:

1. Smaller class sizes
2. New innovative electives
3. Increased advising capacity
4. Support for classrooms, building and curriculum enhancements

Overall hiring through three phases:  
12 faculty and 4 staff

## Phase 1 Hiring 2015-2016

- Accounting professor
- Finance instructor
- 2 Management instructors
- Marketing instructor
- Building manager

## Phase 2 Hiring 2016-2017

- Accounting professor
- Management professor
- Marketing professor
- Student advisor
- Instructional designer
- Program associate

## Phase 3 Hiring 2017-2018

- Finance professor
- Management professor
- MIS professor
- Marketing professor

# National Strategic Selling Institute

Created the *National Strategic Selling Institute* in 2011 to focus on providing outstanding educational experiences for students interested in professional sales careers. Accomplishments include:

- Certificate in Professional Strategic Selling
  - 15 students in 2013, Over 200 students in 2021
- Professional Selling major launched in fall 2018.
- Pi Sigma Epsilon Sales & Marketing Fraternity
- Near 100% placement rate for students earning Certificate in Professional Strategic Selling
- K-State named Top University for Sales by Sales Education Foundation 2012-2021
- NSSI Corporate Partner program - currently at 22 members, generating approximately \$90,000 per year.



# Excellence in Business Ethics Initiative

Developed and enhanced the *Excellence in Business Ethics Initiative* - The Phillips 66 Excellence in Business Ethics Initiative provides opportunities for students to better understand the practical application of ethics in real-world business situations.

Activities include:

- Annual case competition highlighting the importance of ethical behavior in business.
- Giving Voice to Values seminars which allow students the opportunity to practice the application of business ethics in the kinds of situations they are likely to experience in the workforce.
- Hosting a lecture series focused on business ethics.



# Center for Principled Business

The mission of the Center for Principled Business is to engage in teaching and research activities that develop business leaders and enhance societal prosperity. The Center offers cross-disciplinary research and academic and co-curricular programs for K-State students, high school students, and working professionals.

- Curriculum development
- Menards Scholars program
- Faculty research grants
- Student scholarship support
- DECA innovation challenge
- Innovation case competition
- Women in Business Initiative



# *Gates Capital Management Center for Financial Analysis*

The Finance Scholars Program is housed in the Gates Capital Management Center of Financial Analysis. It is a selective program that focuses on preparing students for careers in high-end investment management, management consulting, investment banking, and the buy-side of financial markets. This innovative program serves top finance students who are committed to a rigorous curriculum and to the prospects of a rewarding career in the financial industry.



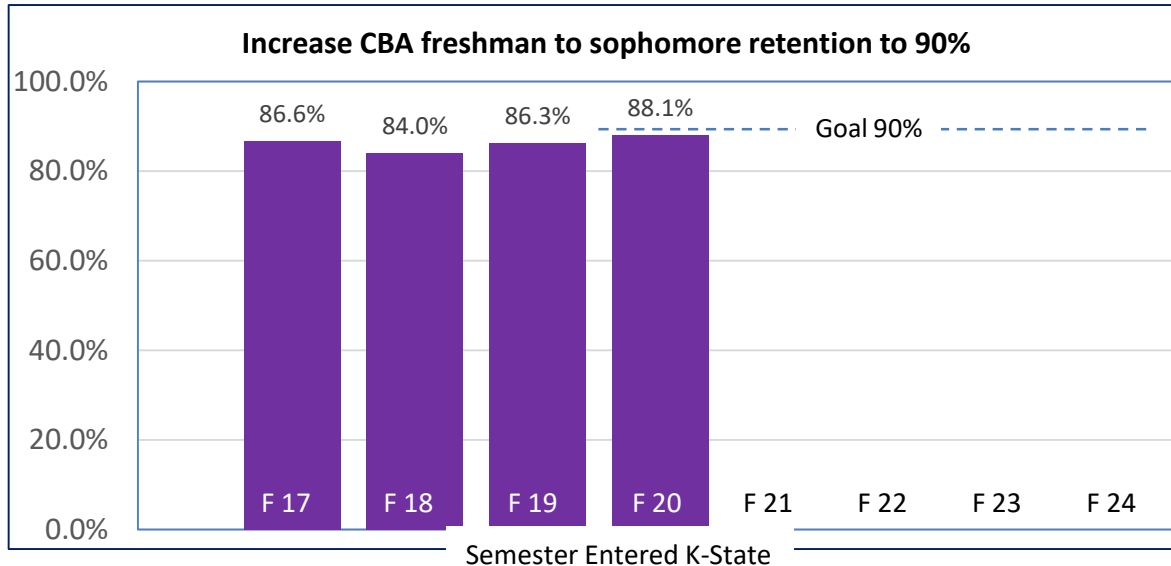
# Center for the Advancement of Entrepreneurship

Center for the Advancement of Entrepreneurship provides leadership in curriculum and outreach aimed at enhancing entrepreneurial thought and action in Kansas.

- Entrepreneurship and Innovation Major and Minor
- K-State Launch
- Kansas Entrepreneurship Challenge
- Wildcat Consulting
- K-State Made



# Key metrics



## Added Context

KSU first year retention rate for new freshman

F17 = 85.5%

F18 = 85.8%

F19 = 87.1%

F20 = 86.1%

% of students continuing from prior year (measured fall semester) - e.g., 88.1% of students entering fall 20 continued in fall 21



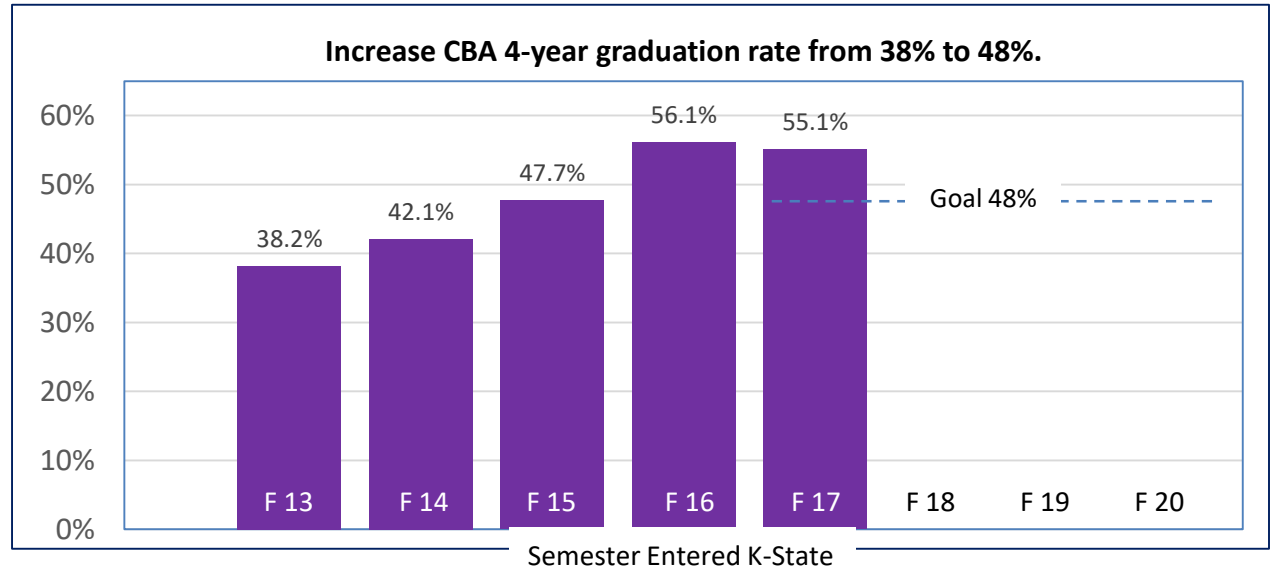
# Key metrics

## Added Context

KSU four year graduation rate for new freshman

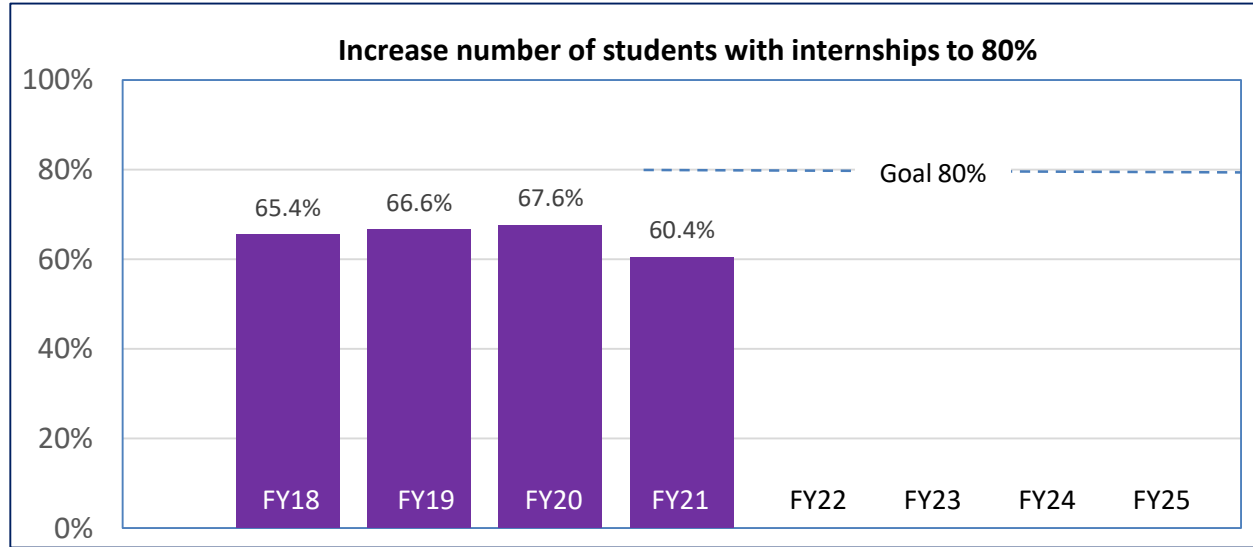
F13 = 36.7%  
F14 = 40.4%  
F15 = 41.5%  
F16 = 46.9%  
F17 = 46.9%

CBA 6 year graduation rate  
F15 = 69.9%



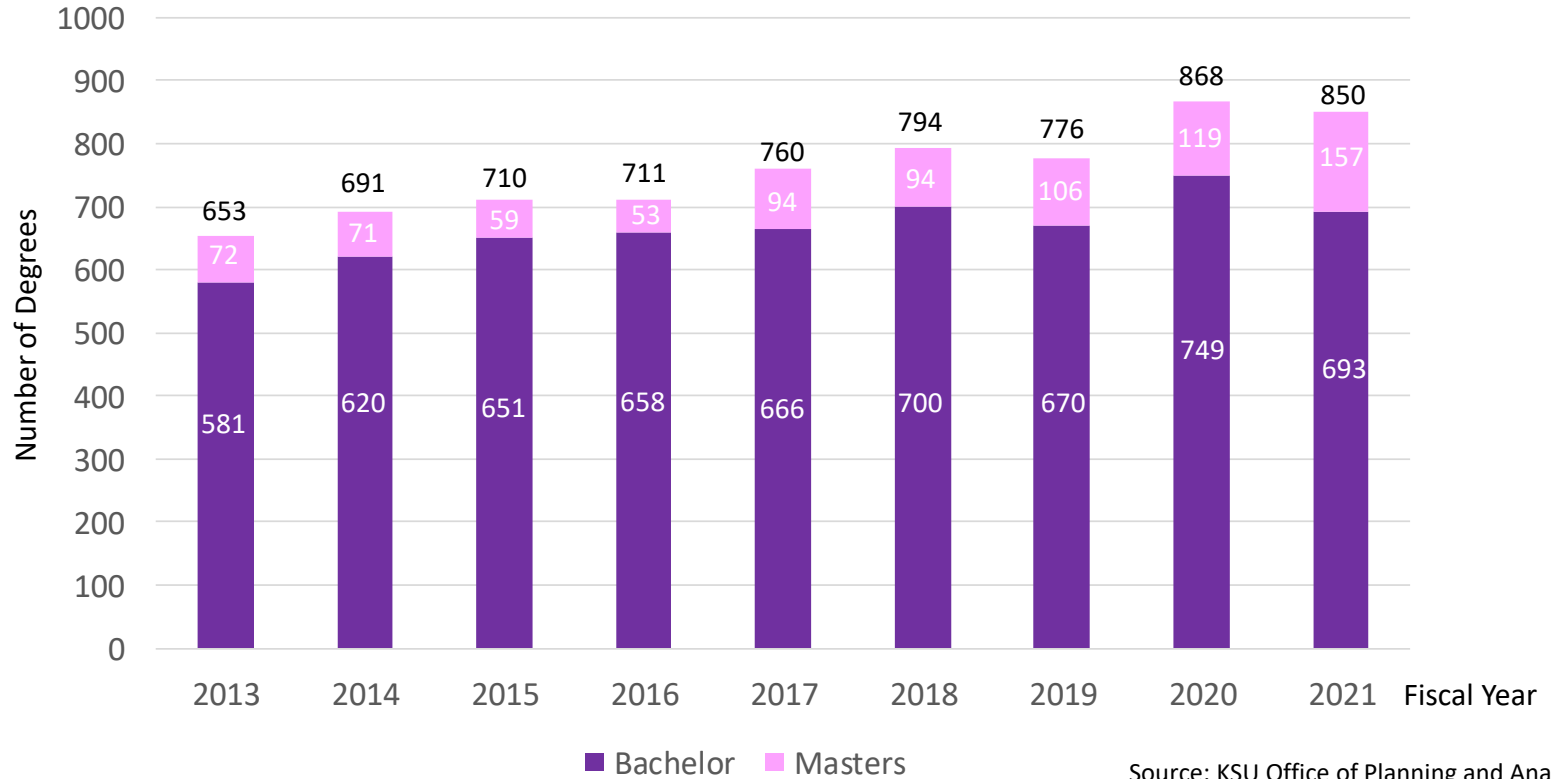
% of those graduating within 4 years - e.g., 55.1% of those starting in fall 2017 graduated before fall 2021

# Key metrics



% of students with 1 or more internships during college from spring semester senior survey

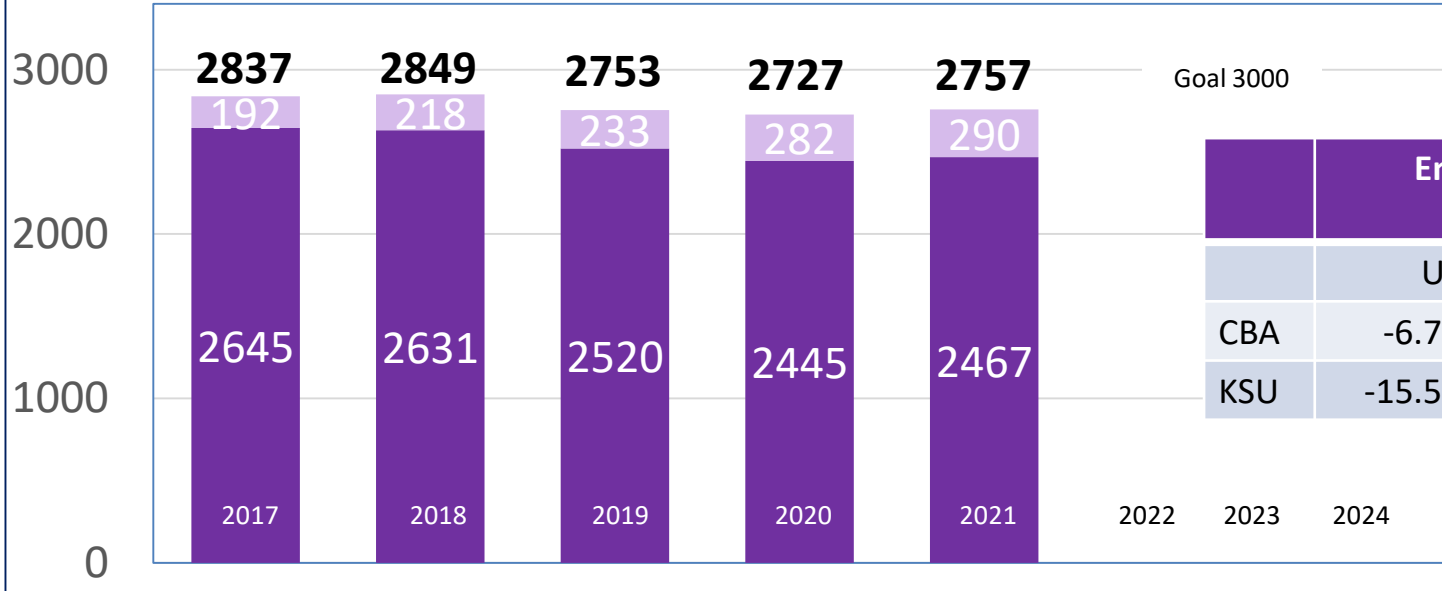
# College of Business Degrees Conferred



Source: KSU Office of Planning and Analysis



## College of Business Enrollment

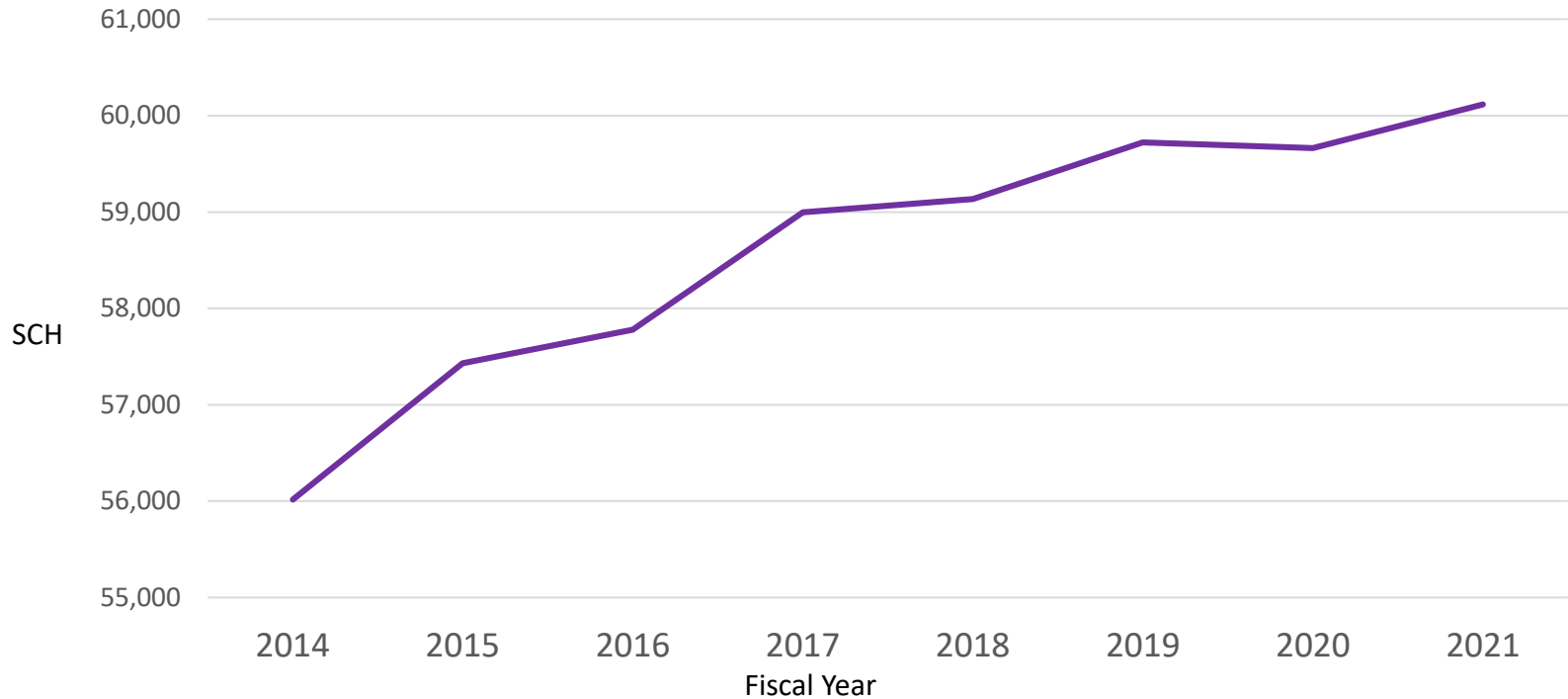


	Enrollment % Change 2017 - 2021		
	UG	GR	Total
CBA	-6.7%	+51.0%	-2.8%
KSU	-15.5%	+4.6%	-11.6%

20<sup>th</sup> day headcount each fall semester. Masters (top) and undergraduate students.



## Student Credit Hours Taught in College of Business



# Top priorities moving forward

- Enhance new student recruitment
- Improve communication with alumni
- Produce career ready graduates
- Support a culture of belonging and inclusion for students and employees
- Target adult learner market
- Expand corporate engagement
- Ensure building sustainability
- Provide competitive compensation for faculty and staff
- Pursue program enhancements through philanthropic naming opportunities: School of Accountancy, Center for the Advancement of Entrepreneurship, Marketing Technology Program, NSSI, and others.



# Remarks and Q&A

President Myers  
Provost Taber