The College of Business made significant progress on many elements of the strategic plan during the 2008–2009 academic year.

At the undergraduate level, the College implemented a new metropolitan tuition rate to reach students in Northern Kentucky and Southeast Indiana. The new rate allows students to attend the College at close to in-state tuition. This new rate will allow the College to more effectively compete for top out-of-state students and has already caused an increase in enrollment from those areas.

Fall quarter 2008 also saw an experimental section of the first year experience course for Marvin P. Kolodzik Business Scholars (KBS) students. This course allows new KBS students to work as a team on a two-quarter long project aimed at exposing them to the local business community. Retention rates for undergraduates in the College also increased again to 84.9% year over year.

Preparing for AACSB reaccreditation has been at the forefront of strategic planning decisions throughout the year. The granting of additional academic leaves for faculty allowing time for research activities has promoted the College's goal of academic excellence. Additionally, the College adopted a new policy to determine academic and professional qualifications of faculty members. This policy will guide the College through AACSB reaccreditation efforts in 2010. Also to support accreditation, the College developed a database of faculty vita through Digital Measures to ensure accurate AACSB reporting.

As an extension of strategic decision making at the University level, the College has began preparations for the conversion to a semester-based academic schedule. The quarter to semester conversion is expected to be complete for students to begin semester-base classes in the fall quarter of 2012. The College will begin converting courses and curriculum structures to meet the needs of this transition.

In continued efforts to improve space for the college, the College is involved in a renovation of the Lindner Hall auditorium. Planning for the project is underway and the target date for the renovation is summer quarter 2010. The College has also taken refreshed the first floor lobby area.

An important College milestone this academic year was the 50th anniversary of the MBA program. The College hosted a series of events to welcome back the over 6,000 MBA alumni to celebrate this achievement.

The College of Business strategic plan focuses on six goals for the college:

- **Students at the Center**
  Increasing learning opportunities and support that meet students’ diverse and changing needs and ensure a valued college experience.

- **Research Excellence**
  Fueling knowledge creation that is recognized and respected by peers and partners.

- **Academic Excellence:**
  Cultivating in-demand professionals by developing programs that build vital foundational, specialized and collaborative capabilities.

- **Partnerships**
  Establishing and nurturing valued, enduring and visible relationships with alumni, donors, businesses, the community and educational institutions.

- **Sense of a Place**
  Providing an engaging environment that fosters learning, collaboration and student/partner support.

- **Opportunity**
  Maximizing systematic efficiencies, focused investments and targeted resource generation to ensure long-term financial viability and self-sufficiency.