

CBA UPDATE



October 25, 2019

- ✓ **CBA's Mission: ...to provide a transformative education in the heart of the Carolinas!**
- ✓ **CBA's Vision: ...is the college of choice for a transformative education.**

I. INITIAL STEPS

- ✓ Internal listening tour (July & August 2017)
 - Concern about lack of growth
 - Hunger for innovation
 - Willingness to get involved

- ✓ **Business/Academic Leadership Hat On**
 - Looked for efficiencies (control cost)
 - “Begin with the end in mind.” (Covey)
 - Strategic Planning (increase revenue)
 - Career ready graduates
 - Graduates with in-demand credentials

✓ Efficiencies Gained

- Data driven faculty position requests (41 FT Instructional Faculty in 2017/35 in 2019)
- Cut staff positions (7 in 2017/4 in 2019)
- Leadership positions consolidated
- Cut expenses (Liuzhou, AMPD, adjuncts)
- Lean operating costs

- ✓ **AMPD Program (PwC Partnership)**
 - 31 students currently in the program
 - 10 have a PwC internship for summer 2020
 - Juniors and sophomores, average GPA = 3.48
 - Scholarship support from S Barry and NABA
 - Other accounting firms are getting involved
 - Living Learning Community in Richardson

II. STRATEGIC PLANNING

- ✓ External listening tour (7/2017 to 2/2018)
- ✓ Strategic Planning
 - Grow Enrollment
 - Focus on Quality
 - Innovate
 - Engage with Stakeholders

✓ Selected Initiatives:

- 13 SC high-school visits: 144 admitted students; 8 schools > enrollment; Survey
- Cohorts created: 120 students during 2018-19;
In 4 out of 5 cohort classes course retention %
was > 5 year average; Working with math;
Student surveys

- ✓ **Selected initiatives – BC³:**
 - **Professional Development:**
 - **Impactful speakers/professionals week**
 - **Reverse Career Fair (third year)**
 - **Business Acumen Program (8 BA credits):**
 - **Business Expedition – Merrill (Bank of America); Premier Health**

- ✓ Selected initiatives – BC³:
 - Required High Impact Practices (3/6 cr. hrs)
 - Internships/Coops
 - Study Abroad
 - Service Learning Course
 - Faculty-Student Research Project

- ✓ (New) Stackable Credentials – BC³:
- Certificate in Business Analytics
 - Certificate in Accounting Analytics
 - Certificate in Risk Assurance
 - Track/Minor in Hotel & Hospitality Management
 - Minor in Finance (FinTech option)
 - MSFT Excel/Google Analytics/Tableau/SIE/...

- ✓ **Refresh/New/Potential Degrees:**
- **MBA refresh in progress**
 - **BS in Applied Software Development**
 - **BS in Data Science (CAS/CBA joint program)**
 - **BS in Cyber Security**
 - **Masters in Accounting Data Analytics (online)**
 - **MA American Business Studies (Int'l Students)**

✓ Stakeholder Engagement:

- Conversations with ~600 leaders in year one
- Alumni Events: Greenville & Charlotte (twice)
- Business Partnership Summit (August 2019 – 60 external attendees) – levels of giving shared
- Business Advisory Council established
- Student Advisory Council established

III. FUNDRAISING

- Initial steps in \$1 Million SMIF
- \$300K proposal/refining
- Coroplast, Fayed, Barry, Carroll: Dean's List (\$10K/yr)
- Accounting Scholars Program – additional firms
- Carolina Panthers Proposal(s)
- 2018: \$165,618.04 cash raised (94 donors)
- 2019 (so far): \$205,326.96 cash raised (82 donors)

IV. NEEDS

- ✓ **Marketing Dollars**
- ✓ **Technology Infrastructure Dollars (for Computer Science and Data Science programs)**
- ✓ **Thurmond Infrastructure Dollars**

Thank you !

Questions/Comments