

IMPACT FOR SERVICE

For centuries, institutions of higher learning employed the torch which is a common emblem of both enlightenment and hope. Northern Michigan University and the College of Business, pairs the torch and compass to symbolize guidance and direction. Our direction is North and central to our name Northern Michigan University, thus the compass guides us North toward education and exploration (**research**). The College of Business is committed to forward thinking (**teaching/enlightenment**) and moving forward (**through Service**).

We demonstrate this by the following impact plan:

Objective	Who do we impact	How	Measure	Goal
TEACHING:				
<i>Students engage in experiential and active learning opportunities & businesses gain relevant expertise, skill & experience</i>	<i>Students Businesses Community</i>	<i>Number of experiential/active learning activities, internships, and job placement statistics</i>	<i>Number of internships, job placement statistics</i>	<i>The number of experiential/active learning activities per student is at least two by graduation</i>
<i>Students have numerous opportunities for networking, leadership and engagement</i>	<i>Students Businesses Community</i>	<i>Through CoB sponsored student organizations, leadership roles, and attendance at CoB sponsored events (i.e. fall/winter socials, speaker series, etc.)</i>	<i>Annual number of graduating seniors who have participated in student orgs, and CoB sponsored events</i>	<i>Participation rate for graduating seniors = 50% All other students = 25%</i>
<i>Graduating students demonstrate academic readiness</i>	<i>Students Businesses Community</i>	<i>Rigorous academic preparation in the classroom</i>	<i>Annual ETS business field exam</i>	<i>___ percentile in overall and individual subjects</i>
<i>Student retention and graduation rates within acceptable university measures</i>	<i>Students NMU Community</i>	<i>Embedded advisor, engaged faculty advising, and "Starfish" retention/communication platform</i>	<i>Five-year rolling retention and graduation rates</i>	<i>___ first-time full-time retention, ___ 6-year graduation rate.</i>

<i>Placement of students in professional positions (both in and outside Michigan)</i>	<i>Students Businesses Community Upper Peninsula Michigan</i>	<i>Robust number of placements of students into professional positions</i>	<i>Percent of students hired or retaining high-demand positions</i>	<i>75% of students have or retain professional positions within 6 months of graduation (students continuing higher education are not included)</i>
<i>Diversity, gender, and race equity and inclusion</i>	<i>Students NMU Community</i>	<i>Representation in study body in areas such as diversity, gender, race and inclusion</i>	<i>College dashboard updated each semester by NMU Institutional Research</i>	<i>Representation consistent with university profile in areas such as diversity, gender, race and inclusion</i>
<i>Classroom speakers & activities</i>	<i>Students NMU Community</i>	<i>Inclusion of "real-world" opportunities in curriculum</i>	<i>Number of external speaker experiences</i>	<i># of occasions for engagement in classrooms</i>
RESEARCH:				
<i>Scholarly work supports Michigan and Upper Peninsula's business & economic environment</i>	<i>Michigan Upper Peninsula NMU</i>	<i>By the knowledge gained through intellectual contributions</i>	<i>Percent of faculty with at least one Intellectual Contribution focused on regional business/issues over five year period</i>	<i># of Regional based I C/full-time faculty = 0.5</i>
<i>Scholarly work supports teaching and learning scholarship</i>	<i>Students NMU</i>	<i>By the knowledge gained through intellectual contributions</i>	<i>Percent of faculty with at least one Intellectual Contribution focused on regional business/issues over five year period</i>	<i>#of Learning focused I C/full-time faculty = 0.5</i>
<i>Scholarly work supports practice & applied intellectual contributions including consulting</i>	<i>Business Community NMU</i>	<i>By the knowledge gained through intellectual contributions</i>	<i>Percent of faculty with at least one Intellectual Contribution focused on practice and applied scholarship over a five year period</i>	<i>#of Practice & Applied focused I C/full-time faculty = 0.5 To be determined. Base TBD</i>
<i>Scholarly work enhances the current body of knowledge of</i>	<i>Faculty Development NMU</i>	<i>By the knowledge gained through intellectual contributions</i>	<i>Citations count, Google scholar, Research Gate</i>	<i>To be determined. Base TBD</i>

<i>business-related disciplines</i>				
SERVICE:				
<i>Community Relationships & Exchange of Expertise</i>	<i>Businesses Community Faculty</i>	<i>Faculty members serve on board of directors, service organizations, advisors or advisory boards of corporate and non-profit organizations</i>	<i>Annual number of memberships</i>	<i># memberships/Full-time faculty = 0.5</i>
<i>Furthering the university's mission</i>	<i>NMU</i>	<i>Service on university-wide committees by faculty & administrators</i>	<i>Annual number of faculty & administrators serving on committees</i>	<i># committees/faculty = 1</i>
<i>Faculty regularly supports student activities</i>	<i>Students</i>	<i>Faculty participation at student-led events</i>	<i>Annual number of participants</i>	<i>TBD</i>
OUTREACH:				
<i>Community engagement in College activities</i>	<i>Business Community</i>	<i>Community member participation at major College events</i>	<i>Annual number of participants and sponsors</i>	<i>TBD</i>
<i>Broad student participation in College-supported community events</i>	<i>Students</i>	<i>Student participation in College-supported community events</i>	<i>Annual number of participants</i>	<i>TBD</i>
<i>Continuous engagement of alumni and the business community</i>	<i>NMU Business Upper Michigan</i>	<i>Financial support</i>	<i>Annual contributions</i>	<i>___ increase each year over a rolling two-year average</i>