

An aerial photograph of a city skyline, likely Nashville, Tennessee, featuring a wide river (the Cumberland River) with a multi-arched bridge crossing it. The city is filled with various high-rise buildings, some under construction with cranes. The foreground is dominated by lush green trees. The sky is overcast with grey clouds.

SCHOOL OF BUSINESS AND TECHNOLOGY

**Edited:
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STRATEGIC PLAN

2022-2027



School of Business and Technology

HUSTON-TILLOTSON
UNIVERSITY

1875

AUSTIN, TEXAS





Dr. Rohan Thompson

DEAN'S WELCOME

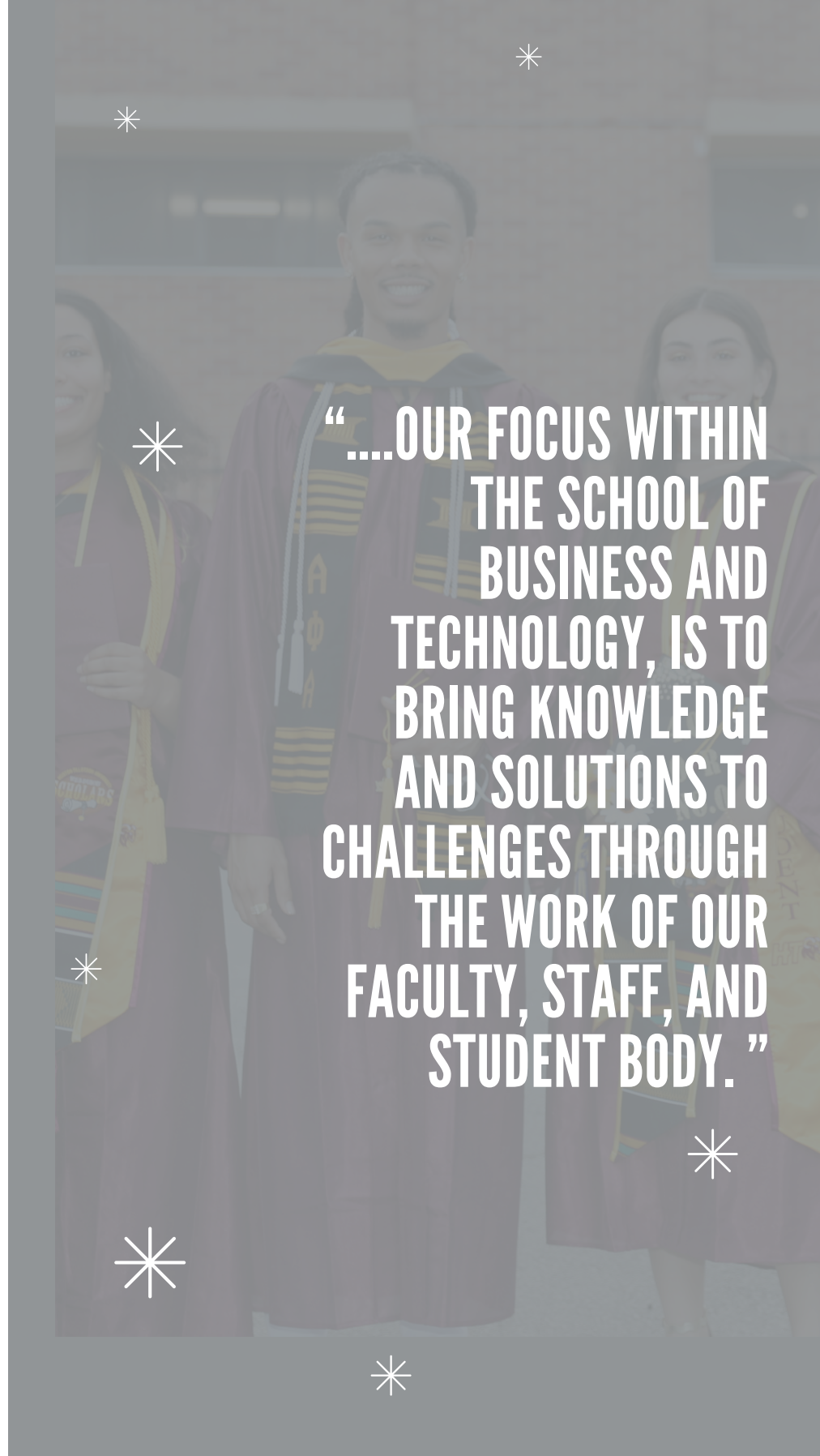
The future is a bright one

Upon becoming the Dean of the School of Business and Technology in 2021, one of my earliest goals was the creation of a five-year strategic plan for the school.

That plan, as well as the dedication of our faculty and staff in embracing its vision and attacking its goals, is an important reason our school earned accreditation from Accreditation Council for Business Schools and Programs (ACBSP).

Our focus within the School of Business and Technology, is to bring knowledge and solutions to challenges through the work of our faculty, staff, and student body.

To build upon our success in the future, we've made our 2022-2027 plan about continuing our growth in a challenging time for higher education as an industry, while consolidating our reputation as a leading tech-focused business school.



“....OUR FOCUS WITHIN THE SCHOOL OF BUSINESS AND TECHNOLOGY, IS TO BRING KNOWLEDGE AND SOLUTIONS TO CHALLENGES THROUGH THE WORK OF OUR FACULTY, STAFF, AND STUDENT BODY.”

MORE THAN 3/4

Student satisfaction when surveyed anonymously.

16:1 RATIO

Estimated class ratio for students.

APPROX. 94%

Student placement rate following post-graduation.

STRATEGIC PLAN IN REVIEW: 2015-2022

The last five-year plan for the School of Business and Technology (SBT) was designed to lay the foundation for our rebranding within the Austin community. The change represented an established school of business and technology with higher standards for faculty, staff, and students. The focus was on creating stability and consistency throughout all aspects of the school.

The plan was a tremendous success. The school expanded faculty hiring, added a graduate program, increased research output by faculty, established solid procedures to operate on a daily, monthly, and yearly basis, increased its retention, and established identity within the Austin community.

VISION: Huston-Tillotson University's School of Business and Technology aspires to be internationally recognized as a school of choice for students of diverse origins and backgrounds who want to pursue quality education in the professions of business and technology while positively transforming the lives of its students.

MISSION: The mission of the Huston-Tillotson School of Business and Technology is to create an environment of academic and operational excellence for its diverse student body by promoting life-long learning, leadership development, entrepreneurial education, global awareness, proficiency in technology use and adaptation, high ethical principles, and community service.

KEY ACCOMPLISHMENTS:

- Created a new MBA program
- Launched the Center for Entrepreneurship to focus on minority and women businesses
- Secured grant funding of over \$1 million
- Revised academic curricula to meet the changing needs of the workforce
- Fundraised over \$500,000 for the school
- Established the Biz Ready Program to expose and challenge high-achieving students
- Created an annual school of business and technology magazine
- Established a social enterprise pitch-off competition
- Created a We Care Center within the SBT to focus on student retention and financial literacy
- Created the annual Celebration of Excellence to reward and recognize graduates
- Established a robust social media presence for the school
- Increased retention of students in the school by 17%
- Established an annual blazer ceremony to symbolize students' move to professionals
- Established speaker series in entrepreneurship, marketing, and financial literacy
- Launched a commercial lending certificate program
- Redesigned the computer science department to add cybersecurity and robotics

GOING FORWARD (2022-2027):

In the past seven years, the school's emphasis was on creating an identity and establishing partnerships with corporations, community leaders, other universities, and community members of the Austin area. The focus of the new plan is leveraging that identity, the school's potential to increase the visibility of faculty's work and student success while increasing retention and recruitment. This plan is designed to meet the workforce's needs while highlighting our alumni to close the educational loop. Through curricular assessment and new programs, we aim to produce young professionals ready to contribute to companies' success in various industries through evidence-based learning. Our students will have fluency in understanding data and use the tools necessary to make decisions through scientific reasoning.

PLAN HIGHLIGHTS:

- Increase the size of the student body, with an emphasis on attracting top-quality applications
- Update current program curricula to reflect evidence-based learning and data-driven decisions
- Establish an annual SBT scholarship of a minimum of \$75,000 for students
- Further, increase student placement
- Improve the current format of the MBA program to increase growth
- Provide bonus incentives for faculty and staff within the school
- Increase the programs offered within the business department by two
- Increase the certificate programs through corporate assistance
- Connect with and highlight our student alumni
- Increase retention and six-year graduation rates

INITIATIVES:

- Collaborate with the Office of Admissions to assist with the recruiting efforts of high school and transfer students
- Build connections with high school counselors within Austin and surrounding areas
- Constantly monitor student performance and engagement through surveys, focus groups regular communications, and collaborations
- Map curricula across all majors and concentrations to identify gaps
- Leverage alumni and the advisory board in introducing students to different opportunities
- Encourage faculty to play proactive, as opposed to reactive, roles as advisors
- Further, develop a mentorship program with community and corporate partners
- Encourage faculty to publish and engage with students outside the classroom through incentives
- Host regular alumni events, including reunions and awards presentations



SWOT ANALYSIS

STRENGTHS:

- Ideally located in one of the fastest-growing cities in the country
- Academically and professionally qualified faculty
- Clear focus and direction
- No other HBCU within 200 miles of Austin
- Placement rate of over 90% within their field directly out of college
- Latest instructional technology
- Extensive internship opportunities for students

WEAKNESSES:

- Highly dependent on international students
- Low engagement in school activities from students
- Low faculty salaries
- Low freshmen retention rate
- Infrastructure and space challenges

OPPORTUNITIES:

- Growing need for diversity within the workforce
- Growth of online programs nationally
- Entrepreneurial and small business growth in the Austin area
- Technology companies moving and starting in the Austin area
- Strategically partner with the University of Texas Business and computer science department
- Availability of grant funding

THREATS:

- Falling behind on developments in technology and business
- Increased competition from universities offering online programs
- Impact of student visa regulations on potential international students
- Universities incentivizing the recruitment of minority students

PRIORITY AREAS:

To ensure the School of Business and Technology continues to meet the changing needs of the workplace and society as a whole, the following areas will be at the center of our strategic vision as we strive for excellence in business and computer science:

- Undergraduate programs
- Graduate programs
- Faculty and staff
- Culture and expectations
- Corporate partnerships
- Community involvement

