



1. Goal: Provide a transformative educational experience for all learners.

Enhance the learning environment to raise and equalize student success. Outcomes:

- 542 first year students participated in our Innovation Nation Living Learning community and took the BA 160 series in fall 2016, winter 2017 and spring 2017. Student activities in the BA 160 series included:
 - Operating over 45 micro businesses selling a wide range of consumer products from fidget spinners to t-shirts and mugs. These projects raised funds to support partner service organizations: Linn-Benton Food Share, Terrewode (non-profit organization in Uganda), and Benny's Business closet.
 - Design-focused students collected donations and supported Benny's Business Closet, planned two Fashion Shows and redesigned five spaces across campus including classrooms in Weatherford and Poling Halls.
 - Entrepreneurially minded students developed and sold products, raising funds to provide equipment for the DamLab Makerspace.
 - Participation in 80+ keynotes, panels, challenges and events focused on a variety of business-related topics during Fridays in Austin (FIA) programming.
- Advisors worked closely with freshmen in the Students Taking Academic Responsibility (STAR) program. These freshmen are on Academic Warning or Probation and meet with advisors to discuss success strategies and appropriate course selections to return to good standing. The work of the advisors successfully reduced the number of COB STAR students in the program from 54 for spring 2016 to 30 for spring 2017.
- COB academic advising conducted five workshops for 142 COB students to help them become better prepared for the college's pro school application process.
- Academic advising participated in a BA 170/160 series assignment to teach students how to select classes and register on their own. Four academic advisors presented registration, course, and policy/procedures information to students in BA 160 and BA 170.
- 775 total students attended Fridays In Austin sessions presented by advising on pro-school, student success, study abroad opportunities, design updates, course scheduling, graduation prep and new degree programs
- 1,051 students made appointments with the COB Career Success Center this year to use services such as resume reviews, cover letter reviews, internship search assistance, and many more. These appointments provide students with the opportunity to enhance their professional soft skills and make them stand out.
- Following training to serve as peer advisors, the CSC team of Peer Advisors completed 256 peer-advising sessions. Not only did this advance the success of the students meeting with the Peer Advisors but it also created opportunities for the Peer Advisors to polish their professional skills and build leadership skills.

Make high-impact learning a hallmark of undergraduate education (resulting in responsible citizenship and global competitiveness). Outcomes:

- The Management program launched their PRIME initiative which requires students to lead beyond the classroom by taking part in one of five experiences -- Professional internship, Research, International Study, Mentorship, Entrepreneurial endeavor.
- The college launched the Toomey Learning Lab initiative open to all programs. This initiative provides funding for experiential learning. Funding supported coding workshops, study abroad to Uganda, the finance investment group, the makerspace, travel Fridays, the marketing learning lab, the data analytics learning lab, multiple pitch competitions and professional-development related student club activities.
- Nationally, the unified Certified Public Accountancy exam passing rate on the four sections is 48.8% overall. In 2016, the OSU accounting graduates pass rate is 65%, continuing our long history of scoring higher than the national average.
- The COB's InnovationX team collaborated with the College of Engineering to host HWeekend in Austin Hall. HWeekend involved students coming together to form teams to work on projects and present business pitches for their projects. Over 50 students participated.
- The college and the Department of Food Science collaborated on an experience with "Beyond Football", a unique OSU program designed to provide "real world" problem solving and entrepreneurial encouragement



to all student athletes. Over winter term, twelve OSU football players developed and then presented to Food Science a long-term marketing plan for OSU Beaver Classic Cheese.

Advance learning through course design, assessment and faculty development (in degree programs as well as the BACCORE). Outcomes:

- The college revised the MBA program to require 60 credits in the standard program, and 45 credit in the accelerated program, across all options. The standard program now has 42 credits of common core coursework and 18 credits that enable specialization within a transcript-visible option.
- The college relaunched the general Business Administration (no option) undergraduate program.
- The Certified Financial Planner (CFP) Board approved the Graduate Certificate in Financial Planning as a CFP Board Registered Program.
- The Management program launched a new course focusing on Cross-Cultural Management (MGMT 448).
- The Marketing program added specializations to the undergraduate Marketing Major in Consumer Insights, Retail Marketing, Innovation and Communication, Professional Sales and Personal Selling, and Marketing Management. Each specialization has a required internship.
- BIS faculty, with support from COB-IS system administrators, released a reengineered BA 302 Enterprise Resource Planning class exercise to Open Oregon State.
- COB faculty approved the development of a Family Business option for Business Administration majors (on campus and online) and a Family Business minor for non-Business students.
- The college revised all design programs by combining the Apparel Design and Interior Design majors into a new Design & Innovation Management major, including a new option in Design Management. Design & Innovation Management along with the Merchandising Management major, now offer a two-year common core pre-design curriculum. This change makes it easier for community college students to transfer to OSU and complete the degree requirements for these majors in two years.

Grow online education and explore new pedagogical models. Outcomes:

- The college led the discussion with Peet's Coffee to develop an educational partnership that includes the launch of a retail management option with the online Business Administration degree.
- The college added online options in Digital Marketing, Marketing and Supply Chain & Logistics Management.
- Sixteen course within the college are currently being "Hybridized" for 2017-2018 academic year to allow for alternative learning preferences. These courses are all being offered in a 50/50 mix of online and face-to-face formats which reduces class meeting times from twice per week to once per week (which increases utilization of classrooms). The college will continue to offer all these courses in the traditional face-to-face format, giving students alternatives to find the best match for their learning style.
- The online Family Business Management class remains a popular elective for entrepreneurship majors with 92 students completing the course in 2016-17.
- The college signed a MOU with National Association of Public Procurement (NASPO) to offer an online undergraduate program in Business Administration with a focus on Supply Chain & Logistics Management.
- The college is developing a partnership with Oregon College of Art and Craft (OCAC) to provide reciprocal exchange opportunities for COB and OCAC students.
- The COB had 241 undergraduate students enrolled in E-Campus spring term, which included 161 traditional E-Campus students and 80 students participating in the agreement with Sampoerna University in Jakarta and Lone Star Community College. This represents an increase from the 120 enrolled spring 2016.
- 58 students attended a session on the new Supply Chain and Logistics Management online option.
- 280 students took the online course, BA 140 - Financial Literacy for College Life.
- Advising created an online student resource guide and distributed a survey to the online student population to improve the college's understanding of the needs of online students. Received a 20% response rate.
- Advising implemented a cloud-based appointment system (TimeTrade) to accommodate online students.

Enhance and ensure the success of international students. Outcomes:

- The college redesigned the INTO-OSU MBA Pathway, based on recommendations from INTO. The Pathway now contains only graduate-level business coursework, and satisfies the core-1 requirements of the MBA



such that all students who successfully complete the Pathway and meet admission standards for the MBA program can pursue the accelerated 45-credit degree program (possible to complete in one academic year).

- Advising conducted three meetings with INTO personnel who work with undergraduate business pathway students to discuss how to improve communications on COB expectations to students and how to prepare them effectively them for their transition to the COB. As a result:
 - Advising presented two INTO student workshops to 42 INTO pathway students to introduce students to the COB home, review COB opportunities, explain the registration process and review MyDegrees
 - Advising represented COB at an INTO student forum to answer major specific questions.
- Advising presented quarterly orientations for our incoming international exchange students and assisted 62 incoming students with the application process, course selection and registration
- Advising conducted an online orientation to introduce the international online students from Sampoerna University in Jakarta to the opportunities, policies and processes in the COB.
- Assistant Professor of Business Law Inara Scott developed new techniques using online technology and hybrid pedagogy to increase engagement and participation by English language learners in BA 531.
- The Family Business Management senior seminar enrolled 15 students from business and agriculture including international students from China, Chile, and Germany. Future family business leaders continue to benefit from this comprehensive course and consider it a valuable part of their undergraduate experience.

Enhance our comprehensive Healthy Campus Initiative. Outcomes:

- The Marketing Club owned and managed a program for special needs kids combining an athletic program with social marketing campaigns for the Star Sports program that included raising \$800 through crowd sourcing. The Star Sports program provides weekly 1-on-1 athletic activities for special needs kids.
- Under the leadership of Assistant Professor Inara Scott, students in the Net Impact student group attended a screening and engaged in a discussion of a documentary on the impacts of fast fashion and the fashion industry on sustainability and vulnerable communities around the globe. Her Net Impact students also attended a conference on social entrepreneurship.
- This year the college increased our OSU Food Drive contributions by 7%, coming in at 16,854 pound equivalents of food. This includes \$4,205 in cash donations and payroll deductions.

Expand strategies to recruit diverse and high-achieving students (Corvallis, Cascades, E-campus). Outcomes:

- The College hired one dedicated transfer student advisor and partnered with Engineering to hire another transfer advisor who resides at the Rock Creek campus of Portland Community College.
- In April, the College hosted over 120 students and family members on Juntos Family Day.
- The College launched Dean's Academy and offered seven select sections specifically designed for Dean's Academy and Honors students to engage in deeper conversations around business topics.
- The College developed BA 170, for incoming transfer students to help bridge their experiences entering OSU. This course covered a variety of topics such as professional development, critical thinking, and academic resources to support their success.
- The COB program at OSU-Cascades grew to 144 students with 2017-2018 projections estimating growth to 180 students. This will be the largest program at the OSU-Cascades campus.
- Through generous donor gifts, the COB provided over \$362,000 in scholarships in 2016-17 to 172 students.
- Ten students received family business scholarships in 2016-17.
- The college continued to build out an undergraduate recruiting staff focused on recruiting high-achieving students. The staff traveled throughout Oregon to meet with dozens of Oregon high schools counselors and teachers and hosted weekly events on campus for prospective students.

In other ways advance student success. Outcomes:

- The college provided 183 students with work experience and paid over \$470,000 in student salaries.
- The Student Engagement program provided 330+ engagement activities to advance students' personal, professional, and cultural success during their first year. Engagement activities ranged from resume workshops to exploring local hikes with peers.
- The Student Engagement team created robust policies, procedures and training to support and further the mission and goals of 17 student clubs/organizations associated with the college.



- A team of five undergraduate Finance students representing OSU won the local society level Chartered Financial Analyst (CFA) Institute Research Challenge, beating out University of Oregon (undergraduate and MBA teams), Portland State University, Reed College, Washington State University – Vancouver, University of Portland and Pacific University. The team advanced to the national CFA competition.
 - BIS faculty dedicated the BA371 and BA372 Systems Analysis, Development and Design courses to the analysis and reengineering of the COB's 'graduate placement tracking' process. 90 BIS students participated in this two-term service-learning project.
 - The Management Club transitioned into a student chapter of the Society for Human Resource Management (SHRM), including gaining certification and official charter with SHRM. The club inducted 30 new members.
 - The Epsilon chapter of Beta Alpha Psi achieved superior chapter status for the 12th consecutive year. The Epsilon Chapter has far exceeded the baseline requirements of Beta Alpha Psi and has excelled in the areas of academics, professionalism, and leadership. They also participated in the Seattle Regional Competition and won first place in the best practices competition. The chapter maintained a busy schedule throughout the year starting with the annual "Meet the Firms" event in the fall and the first annual Spring Summer Jobs Fair. The members also volunteered their time to support Junior Achievement through financial literacy teaching in local schools, the Zonta auction, the Tax Career Symposium, the Old Mill auction, the "Chocolate Fantasy" event benefiting the Arts Center of Corvallis, and Relay for Life totaling over 2044 service hours.
 - The Beta Alpha Psi accounting club also engaged with freshmen and sophomores including engaging directly in the Fridays in Austin for the accounting program. This included the first showing of "All the Queen's Horses" documentary that included all COB freshman, COB students, and accounting students.
 - Beta Alpha Psi reported 55 guest presentations throughout the year, including hosting an AIS panel, an Industry Panel, and a Tax Panel. Moss Adams sponsored a workshop on personal finances.
 - Associate Professor of Marketing, Colleen Bee, published a manuscript in the Journal of School Public Relations with an honors thesis student.
 - Family Business Day was coordinated as part of Fridays in Austin with roughly 250 attendees. The panelists were organized around three topics: Advise a Family business, Lead a Family Business and Start a Family Business to attract students from all majors and at all levels.
 - The Marketing Club focused on supporting clients with a range of marketing needs:
 - Developed marketing launch and grand opening plan for Death by Donutz
 - Worked with Alpha Kappa Psi on branding issue to increase number of male members
 - Worked with Nike N7 program on promotional and logistics elements for N7 events on campus
 - Developed a social media campaign to increase sales for online clothing company
 - The Close to the Customer (C2C) Project team employed over 20 students to assist with 11 market research projects completed during the year. Project clients included Funk/Levis & Associates, Benton Hospice Service, OSU Marketing, College of Science, OSU Wood Science program and OSU Foundation.
- 2. Goal: Demonstrating leadership in research, scholarship and creativity while enhancing preeminence in the three signature areas of distinction.**
- Attract and retain high quality faculty. Outcomes:**
- Six faculty were promoted through the Promotion and Tenure process:
 - Assistant Professor to Associate Professor - Jiyao Chen, Yusoon Kim, Pauline Schilpzand
 - Instructor to Senior Instructor - Andy Olstad, Randal Smith, Evan Smouse
 - OSU-Cascades successfully hired two tenure-track business faculty and three full-time business instructors
 - COB faculty received recognition of their outstanding service and high performance:
 - Internal Service Award: Sandy Neubaum
 - External Service Award: Roger Graham
 - Outstanding Professional Faculty & Staff Award: Lindsay Niemeyer
 - Byron Newton Undergraduate Teaching Award: Jay Hardy and Chad Murphy
 - Betty and Forrest Simmons Excellence in Graduate Teaching Award: Amol Joshi
 - Scholarly Impact Award: Anthony Klotz



- Professional Faculty Leadership Association “Our Hero” Award – Kirk Wydner
- The college recognized seven prominent scholars: Shaokun Fan, Jay Hardy, Shan He, Manuela Hoehn-Weiss, Anthony Klotz, Keith Leavitt and Guanyi Lu.
- Endowed Professorships awarded to accounting faculty include the Shirley E. Droschkey Professorship to Roger Graham, the Mary Ellen Phillips Professorship to Jared Moore, and the Shirley E. Droschkey Assistant Professorship to K.C. Lin.
- Senior Instructor Amy Bourne received recognition as the accounting program’s Most Valuable Player.

Expand and cultivate trans-disciplinary research. Outcomes:

- The Supply Chain Management journal ranked the college 28th globally in empirical research in 2017.
- Professor Roger Graham continued as editor in chief of the Elsevier academic journal Advances in Accounting, publishing three volumes and hosting the second annual research conference. Over a two-day period, scholars from Oregon State University, Virginia Commonwealth University, University of Albany, SUNY, Pepperdine University, Syracuse University, and Kansas State University presented their research.
- The Management program ranked 50th in North America for research productivity (by count of premiere level publications during the preceding year) in Texas A&M Management Productivity Rankings, placing OSU above aspirational peers including the University of Colorado and the University of Wisconsin.
- During 2016-2017, COB faculty had 11 publications published or accepted in journals considered by the Financial Times as the premier business/management research journals in the world.
- Entrepreneurship and Strategy faculty members, Charles Murnieks and Jonathan Arthurs, presented a paper at the 2017 Babson Entrepreneurship Research Conference on psychological ownership and its effect on strategic actions in new ventures.

Increase the quality, capacity and impact of graduate programs. Outcomes:

- As of spring 2017, the college had 219 MBA students enrolled including 51 E-campus students.
- AY 2016-2017 was the third year of the PhD program. The PhD program has six third-year students and four first-year students. The third-year doctoral students passed comprehensive exams and became the first doctoral candidates in the COB PhD program.
- Two third-year doctoral students received recognition for their work by inclusion of their research in the Academy of Management Best Paper Proceedings. One third-year doctoral student became the first OSU PhD student to attend the American Accounting Association Doctoral Consortium, which is a prestigious invite-only consortium. One doctoral student became the first of any COB doctoral students to publish a research article. Doctoral students participated in 27 research projects and 11 conference presentations.
- The Master of Accountancy and Business Administration graduated its fourth cohort with nine students.
- In the third year of the graduate Business Analytics program, enrollment increased to 35 students. Students in the BA 577 capstone course completed eight corporate sponsored projects including two for Burgerville. The Business Analytics program hosted their first graduate project showcase highlighting student projects completed on behalf of sponsoring companies.
- MBA students in BA 554 International Operations/Supply Capstone course worked on a project for Intel to help them better understand maintenance material management through case analysis.
- An OSU MBA team was one of two teams that advanced from the Oregon regional competition, and represented Oregon in the Oregon-Washington interstate Association for Corporate Growth (ACG) Cup, which is a mergers and acquisitions case competition. The MBA team finished fourth in the competition.
- The college added more staff resources to support MBA recruiting, including two full-time MBA recruiters working out of the college’s WeWork office in Portland.

In other ways advance leadership in research, scholarship and creativity. Outcomes:

- Assistant Professor of Management Anthony Klotz won the 2017 Western Academy of Management Ascendant Scholar (Early Career) Award.
- A publication in the premier Journal of Management by Associate Professor of Management Keith Leavitt, generated considerable national media attention, including coverage in USA Today, US News, Wall Street Journal Radio, and Time Magazine (publication has a current altmetric score of 1410, ranking it #704 of nearly 8 million tracked research outputs for high-quality media attention).



- Two Assistant Professors (Chad Murphy and Anthony Klotz) received invitations to the Wharton Junior Organizational Behavior Conference, an invite-only developmental conference limited to the 40 junior scholars globally voted by Wharton faculty as the most promising young minds in Management.
 - 58 COB faculty provided service to their academic area by serving as editors, reviewers and editorial board members including:
 - Assistant Professor of Strategy, Manuela Hoehn-Weiss, editorial review board of the Strategic Management Journal and Assistant Professors of Strategy, Charles Murnieks and Violetta Gerasymenko, editorial review board of the Journal of Business Venturing.
 - Assistant Professor of Global Business Analysis Guanyi Lu served as the track co-chair of risk management track for the 47th Annual Meeting of the Decision Sciences Institute.
 - OSU will serve as a rotating academic host of the Family Enterprise Research Conference.
 - BIS faculty had a proposal accepted for an Open Oregon State textbook on IS System Architecture.
- 3. Goal: Strengthen impact and reach throughout Oregon and beyond.**
- Position OSU's outreach and engagement programs as learning laboratories that promote high-impact learning and effectively utilize university research. Outcomes:**
- Fifteen speakers, including CEOs and professionals in accounting, law and family facilitation traveled to Austin Hall to speak in the BA 463/563 seminar class.
 - AFBP continues a leadership role in the longstanding Portland Family Enterprise Study Group. Attorneys and accountants traveled to Austin Hall to discuss current research in family firms, issues related to agricultural cooperatives and an update on the economic health of Oregon's dairy processors.
 - AFBP provided articles on family business to the Register Guard's Blue Chip business section insert and in Digger, the magazine of the Oregon Association of Nurseries.
 - BIS faculty provided a half-day "Learn how to program" workshop open to OSU and the community at large.
- Grow rural and urban regional centers to advance social progress. Outcomes:**
- COB faculty served on the OSU Interdisciplinary Marine Studies Initiative Learning Models Working Group as well as participated in the planning for the facility for the Newport campus.
 - The Family Business 360 breakfast series enrolled 192 participants in Salem and Portland.
 - The college partnered with 4-H, Oregon State Credit Union, Council of Governments, United Way, OSU Foundation, and the Women's Giving Circle to build and launch the Mobile Makerspace to support entrepreneurship in K-12 schools in our rural communities.
- Drive economic development. Outcomes:**
- The college continued its partnership with the OSU Advantage Accelerator (OSU AA). OSU AA assisted 3 clients through the "Launch" program and 11 clients through the "Accelerate" program. Assistant Professor of Entrepreneurship, Charles Murnieks, led three OSU AA seminars on Customer Discovery.
 - The college developed opportunities for BA 160 students to support economic development in our local communities. These events, WineDown Downtown in Dallas, and Taste of the Valley in Corvallis, brought together local businesses to support business in Dallas and to support the Linn Benton Food Share.
 - The continued emphasis on family business education as part of the Excellence in Family Business Awards resulted in 20 nominations in 2017.
 - AFBP delivered testimony to the Oregon House of Representatives Special Committee on Small Business Growth emphasizing the barriers to growth in Oregon's family-owned businesses.
 - AFBP hosted two webinars addressing capitalization and tax strategies for family-owned businesses with presenters from the Oregon Small Business Administration, Summit Bank and Deloitte Touche.
 - Assistant Professor of Entrepreneurship and Strategy, Amol Joshi, was one of 50 experts worldwide on intellectual property strategy and technology licensing invited to participate in the Fifth Annual Searle Center Research Roundtable on Technology Standards at Northwestern. This event is the premier global forum to discuss the strategic and policy implications of the evolution of technology standards.
- Increase study abroad and strategic international research partnerships. Outcomes:**
- 291 COB students attended Get Going! study abroad Fridays In Austin sessions this past year.



- Advisors attended the annual NAFSA conference and met with colleagues from COB exchange partners including Australia, Austria, Denmark, Germany, Hong Kong, Netherlands, Norway, Spain and Thailand.
- Advisors met with representatives from Hull University in England to discuss international exchanges.
- Advisors met with colleagues from Vienna University of Economics and Business Administration who are interested in creating a three-week joint summer course/research opportunity for students.
- Advising collaborated with partners at Academia Italiana to develop a four-week exchange option.
- COB staff and six students travelled to Uganda to work with Terrewode. During their visit, they trained local women on business fundamentals, planned a children's camp and met with recipients of microloans.
- Fifteen Design students will be studying in London and Italy during summer and fall terms.
- COB faculty hosted six international visiting faculty/PhD students for research collaboration.

Engage alumni and other external partners to advance our goals. Outcomes:

- Over 220 alumni and friends participated on the college's volunteer advisory boards.
- The college started two quarterly event series in Portland geared for the alumni and business community. The events engaged 30 guest speakers and had over 400 attendees.
- 99 employers participated in Mock Interviews that provided 583 students practice with their interviewing skills with OSU alumni and other professionals.
- The College hosted 149 Fridays in Austin events this year to provide opportunities for alumni, professionals, and students to engage and interact. Through industry panels, workshops, career fairs, and Meet the Firms events, 1,338 alumni and other external partners provided professional development opportunities and engaged with students to strengthen their future success.
- 38 professional workshops occurred, providing learning opportunities in areas such as networking, resumes and cover letters, negotiating, interviewing skills, and LinkedIn.
- 39 industry specific workshops occurred during the Fridays in Austin series. Employers shared their experiences, important information about their industries, and their paths to success providing our students with role models, connections and knowledge about their industry of interest.
- The college hosted four Dean's Executive Series lectures:
 - In partnership with the Provost Lecture, the college hosted Robin Chase, co-founder and CEO of Zipcar. Ms. Chase was one of *Time's* 100 Most Influential People in 2009 and *Fast Company's* Fast 50 Champions of Innovation.
 - The college launched the inaugural Susan J. McGregor Memorial Lecture on Women's Leadership by hosting Patty Bedient, retired Weyerhaeuser CFO, COB alum, University trustee and now serving on the board of Alaska Airlines.
 - Trey Winthrop, COB alum and the CFO of Bob's Red Mill spoke on "Behind the Business" of his company.
 - Tim Leatherman, OSU alum and Chairman and Co-Founder of Leatherman Tools presented as the keynote address for the Entrepreneurship Club.
- The college hosted 21 scholars, 30 scholarship donors and 62 volunteers at our Impact at Work event in October. This event celebrated the generosity of our scholarship supporters and the students they helped.
- OSU-Cascades hired a full-time Internship Coordinator, which resulted in two new internship programs.
- BIS faculty took 50 students on a daylong field trip to Intel and Columbia Sportswear.
- The college partnered with Oregon companies to host several "SOLVE" events that featured expert panels sharing information on topics such as working with "Big Data" and other business challenges.

Advance impact and reach in other ways. Outcomes:

- Student Engagement helped coordinate and provide career speakers and mock interviews for the 2017 Benton County High School Career Convention for over 800 local high school juniors.
- Student Engagement provided volunteers and conducted workshops for over 320 middle and high school youth from across Oregon as a part of SMILE, a pre-college program that supports out-of-learning opportunities in STEM fields for groups underrepresented in higher education.
- In partnership with Oregon State Credit Union, the college's Student Engagement group helped coordinate and provide student volunteers for Junior Achievement in six local K-12 schools.



- Student Engagement hosted Young Entrepreneurs Business Week (YEBW). 180 participants from regional high schools developed business plans under the guidance and mentorship of COB staff and volunteers.

4. Initiatives essential to the success of the OSU strategic plan.

Enhancing diversity. Outcomes:

- The college formed a new Diversity, Equity and Inclusion Committee charged with developing plans to promote an inclusive environment throughout the college and designing appropriate programs to fulfill this mission. Initial focus areas are on developing faculty/staff training, recommending changes to the promotion and tenure process to include emphasis on these areas, and student outreach and engagement.
- Assistant Professor of Management, Lawrence Houston III met with Oregon Governor Kate Brown to discuss the advancement of African American Professionals in the State of Oregon.
- The college created the “Advancing Women in Leadership” series that featured multiple events throughout the year honoring women leaders in the business community.
- Assistant Professor of Entrepreneurship and Strategy, Amol Joshi, was the featured speaker for the college’s “Research in Action” seminar on “Practical Federal Funding Strategies for Women & Minority Entrepreneurs.” Joshi and colleagues also published a paper entitled “How does agency workforce diversity influence Federal R&D funding of minority and women technology entrepreneurs? An analysis of the SBIR and STTR programs, 2001-2011,” in Small Business Economics.

Stewardship of resources. Outcomes:

- The college invested over \$30,000 to update classroom technology in the renovated Poling Hall classroom.
- The college received \$3.7M in gifts for 2016-2017. This included more than \$2M in scholarships, fellowships and student awards. Donors also provided \$1.5M in program support.
- The college raised over \$3M towards our strategic initiatives of student success and achieving distinction.
- Donors met the Coleman Matched Gift goal of \$100,000 to support AFBP educational programming and established a new endowed fund for advancing family business education.
- The Schlesinger Family Foundation Scholarship created scholarship opportunities for undergraduates interested in family-owned businesses.
- The BIS program received \$25,000 in scholarship funding from the Society of Information Systems.

Technology as a strategic asset. Outcomes:

- The college continued to leverage its investment and expertise in VMware virtualization and Virtual Desktop Infrastructure to provide virtual computer lab access to on-campus and E-campus students.
- The COB-IS group worked closely with OSU members representing Enterprise Computing Services, CORE, Canvas and the OSU ID Center to implement a student attendance tracking system that captured and reported attendance at the 1,000 plus events held by the college.

5. College-level metrics for 2016-2017

Goal 1 - Provide a Transformative Educational Experience for all Learners

1.3 – College of Business first-year retention rate (% college/% OSU): 73.3/86.4*

1.4 – College of Business six-year graduation rate (% college/% OSU): 41.5/62.4

1.5 – College of Business Junior Transfer four-year graduation rate (% college/% OSU): 59.3/65.9

1.6 – Percentage of US Minority Students of total college enrollment: 20.3%

1.7 – Percentage of International Students of total college enrollment: 21.4%

1.8 – Percentage of High Achieving Oregon HS Grads: 32.2%

Goal 3 – Strengthen Oregon State’s Impact and Reach throughout the state and beyond

3.2 – 2016-2017 invention disclosures: 0

Other college metrics for 2016-2017

Percentage of High Achieving HS Grads with SATC \geq 1300: 3.6%

E&G ending budget: \$24,331,192

Private giving: \$2,818,199

Awards from grants and contracts: six valued at \$191,050