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

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

- 140 Weatherford residents took part in the BA160 First Year Experience class during fall 2015. This class has been identified as a “First Year Experience” class. Students operated over 20 microbusinesses selling a wide range of consumer products as part of the BA 160 series.
- 109 COB freshmen took part in the BA161/162 First Year series during winter and spring 2016. As part of the course student teams ran 17 microenterprises and/or community projects and raised over $10,000 to support projects in Uganda.
- Continued participation in the STAR (Students Taking Academic Responsibility) Program. Two advisors completed 107 STAR appointments. 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.
- COB Academic Advising conducted five workshops for 170 COB students to help them become better prepared for the pro school application process.
- The college partnered with UHDS to develop a plan to locate all incoming COB freshman in Weatherford Hall and Poling Hall for fall 2016. The college also partnered with UHDS and the College of Engineering to build out a First Year Experience Makerspace in Buxton Hall that will be ready fall 2016.

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

- Nationally, the unified Certified Public Accountancy exam passing rate is 48.4% overall. In 2015, 68.2% of OSU accounting program graduates passed the exam for the first time up from 61.9% in 2014 and 61.5% in 2013, continuing the program’s long history of scoring higher than the national and state of Oregon average.
- Honors College business student Ally Rumpkais and Associate Professor of Marketing Colleen Bee had a research publication accepted from Ally’s undergraduate honors thesis: “Leave it to the Beavers: Transforming the Visual Identity of Oregon State University,” book chapter in Branding in Higher Ed: Every University Tells a Story.
- The BA371 and BA372 courses featured a project sponsored by the Corvallis Police Department (CPD). The project addressed existing difficulties and inefficiencies with CPD’s methods and procedures for tracking equipment inventory. Teams of students analyzed and mapped the current processes, identified inefficiencies and risk factors, and designed and prototyped IT-supported proposals.
- A team of OSU undergraduate students came in second in the local society competition of the Chartered Financial Analyst Institute Investment Challenge.
- Eight student teams were engaged in the Austin Entrepreneurship Program’s Austin Lab, a course that provides one-on-one mentorship to students launching their own businesses. One startup – DiscJam/Seiji’s Bridge is now a member of the OSU Advantage Accelerator.
- Austin Lab teams earned 1st and 2nd place in the UO vs OSU Shark Tank. OSU students also won 1st, 2nd and 3rd in the Elevator Pitch competition at UO. They also earned 1st place finish at the University of Portland Shark Tank competition.
- Austin Labs startup team “FusedMachines” became 3rd Stage Venturewell E-Team, securing $24,000 in grand funding.
- AEP supported students attending leading entrepreneurial conferences including: Bend Venture Conference, Dakota Venture Conference, the Clean Tech Challenge, and the WiN Expo.
- Student Engagement supported students attending the Clinton Global Initiative Conference where two students won $7,000 and mentorship opportunities at the Resolution Project for their idea of creating and launching a mobile makerspace to reach underrepresented youth throughout Oregon with STEM and entrepreneurial education. Since then, they have secured an additional $23,500 in funding in partnership with United Way of Benton and Lincoln Counties, the OSU Foundation Women’s Giving Circle, and OSU Pre-College Programs.
- In Accounting 420/520 (IT Audit) seven project teams gathered information on risks and controls for IT managers at OSU covering security, software development, IT governance, and data integration. Guest
speakers included director-level people in the IT audit field from several major accounting firms, Intel, OSU and the State of Oregon.

- Abdulaziz Almadani, winner of the 2016 Jack Rettig Outstanding Management Student Award, attended the Clinton Global Initiative University meeting in April 2016. Abdulaziz was accepted to the conference through a competitive application process.
- With support and direction from professors, BIS students embarked on voluntary projects related to the use of cloud databases, cloud-based document store technology, automated authorization group management, extract/transform/load, Excel organizational dashboards, and retention analysis for the College of Business.

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

- The Graphic Design program was successfully transferred to the School of Arts and Communication to provide a better fit for students desiring to graduate with a Bachelor in Fine Arts degree.
- The college designed a Dean’s Academy program that will launch fall 2016 to attract high-achieving students as a pipeline to Honors College. COB created special sections in the First Year Experience courses for these high-achieving students. Over 120 incoming students accepted the invitation to join the Academy.
- The UPC presented to faculty a summary of a “Student Professionalism Survey” that asked faculty to identify major problems with student behavior and expectations for professional behavior by students.
- The Graduate Program Committee (GPC) presented a proposal to revise the MBA core in order to ensure that each MBA track has a maximum of 60 credits.

**Grow online education and explore new pedagogical models. Outcomes:**

- The college entered into a 2+2 agreement with Lone Star Community College involving students in Jakarta. Expecting approximately 40-50 online students from this one program in the fall.
- 248 students took BA140, Financial Literacy for College Life, a two-credit online class offered every term to teach students the fundamentals of personal finance.
- The college introduced online/hybrid PDX MBA program options for Innovation Management and Supply Chain and Logistics.
- Faculty approved an online undergraduate program in Supply Chain and Logistics Management to support an agreement involving COB, Chemekta Community College (CCC) and the National Association of State Procurement Officials (NASPO). NASPO, COB and CCC will work together to develop, build, implement, and maintain an academic program wherein OSU students can obtain degrees in procurement.
- eCampus hybrid graduate certificates in Financial Planning and Sustainable Business were approved for 2017-18.
- The number of degree seeking E-Campus students increased to 119 in 2016 from 10 in 2015.
- Advising implemented WebEx drop-in appointments for COB online students and will implement an online appointment scheduling system this summer.

**Enhance and ensure the success of international students. Outcomes:**

- Advising met with OSU INTO and colleagues in International Student and Advising Services to better understand challenges international students face with regards to immigration compliance and to connect with the transitioning Pathway students before their immersion into OSU.
- Advising directed email campaigns to ensure INTO student awareness of admission requirements for progression, as well as important dates for New Student Orientation activities in the fall. Also encouraged students to meet with Graduate Business Programs Academic Advising staff.
- Collaborated with INTO OSU Student Success Association and hosted an MBA information session.
- Promoted the College’s Career Success Center events to international students.
- The college partnered with OSU Career Services and “GoinGlobal” to provide information on international internship and employment opportunities for domestic and international students.

**Enhance our comprehensive Healthy Campus Initiative. Outcomes:**

- This year the College of Business made a concerted effort to increase contributions to the OSU Food Drive. Faculty, staff and student increased total pounds donated by 21.85% over last year, coming in at 15,716 lbs of food. This includes $3,775 in cash donations, payroll deductions, fundraiser sales, and 613 lbs of food.
Expand strategies to recruit diverse and high-achieving students (Corvallis, Cascades, E-campus). Outcomes:

- COB launched new services for prospective students and their families this spring and utilized “peer recruiters” to connect and foster a relationship with each future student.
- An onboarding process was developed to ensure peer recruiters are highly trained in the areas of business and design majors, unique programs that make the College of Business distinct, as well as student life.
- The college awarded ten $1,000 scholarships to high achieving high school juniors interested in pursuing a business degree at OSU. Of these, four will be the first in their family to attend college.
- The new “Beaver To Be” high school visit program was beta-tested by hosting Benson Polytech High School and an AVID class from South Salem High School. “Beaver To Be” is a day-long showcase of the College including innovation activities, recruiting presentation, current student panel, and tours of Austin and Weatherford Halls.
- The college is collaborating with Chemeketa Community College in recruiting for the on-line 2+2 program. The program is expected to have a strong presence of Hispanic students.
- Student Engagement hosted Young Entrepreneurs Business Week (YEBW). Participants from regional high schools developed business plans under the guidance and mentorship of COB staff and volunteers from the business community. 145 YEBW participants enrolled to earn college credit.
- Peer recruiters personally called 157 prospective students who had paid their deposit, but not yet registered for START to answer questions and encourage them to register.
- The recruiting team hosted a table at Mi Familia, connecting the college and Latino community.
- The COB hosted a College Promise event for historically underrepresented youth from the Portland area. The prospective students engaged in entrepreneurial activities and received information about college life.
- Received a combined total of 124 MBA applications for spring 2016, summer 2016 and fall 2016 terms.
- Made 146 points of contact with MBA prospective students in 2016, connecting through in-person and virtual advising conversations.
- Made over 590 scholarship payments in 2015-16 to 217 students valued at over $468,000.
- Awarded $30,000 in scholarships to students for AY17 via named and general scholarships.

In other ways advance student success. Outcomes:

- The college provided 180 students with work experience and paid over $380,000 in student salaries.
- Advising emailed 525 students who were out of compliance with COB progression standards and encouraged them to come in for advising appointments.
- Advising conducted 7,038 scheduled student appointments to discuss academic plans and concerns, major selection, and experiential opportunities as well as 1,547 walk in appointments.
- Design students participated in the OSU Design Network for an opportunity to be mentored by leaders in the design industry and receive some industry-based feedback on their student portfolios.
- The Epsilon chapter of Beta Alpha Psi achieved superior chapter status for the 11th consecutive year. The Epsilon Chapter excelled in the areas of academics, professionalism, and leadership. The Epsilon chapter maintained a busy schedule starting with the annual “Meet the Firms” event in the fall. The members also volunteered their time to support of local Junior Achievement through financial literacy teaching in local schools, the Zonta auction, the Tax Career Symposium and Relay for Life totaling over 2,044 service hours.
- Beta Alpha Psi reported 55 guest presentations throughout the year including an honorary presentation by Aaron Beam (prior CFO, now fraudulent activist) on accounting ethics.
- Enactus students worked with youth in Portland and John Day, Oregon to launch 4-H Entrepreneurship Clubs, teaching youth about entrepreneurship and helping them to launch their own microenterprises.
- Student Engagement recruited 110 OSU student volunteers to teach Junior Achievement in six schools, reaching approximately 1,800 elementary and middle school students. In the past eight years, OSU students have taught over 11,000 students in local counties.
- Student Engagement started Benny’s Business Closet, a clothes closet providing business casual and professional clothing for students attending interviews and events.
AEP collaborated with the College of Engineering to put on H-Weekend, a hardware development competition that brings students of all levels and majors together with industry and faculty mentors to create something new – all packed into an intense weekend. Approximately 60 students participated.

The College established five new scholarships specifically on promoting student success.

Two Sales club members competed in the University of Toledo invitational Sales Competition.

Marketing club, Sales club, and CSC jointly hosted a “Day in the Life of a Marketer” event in February. Over a dozen representatives from industry participated, and over 100 students participated.

Marketing club provided marketing services, including research, marketing plan development, campaign development, and promotion to several businesses and organizations.

For the year ending August 2015, the Oregon State Investment Group (OSIG) placed second out of twenty schools in the D.A. Davidson & Co. Student Investment Program. The OSIG’s portfolio returned 8.1% for the year while the S&P 500 returned 0.5%. Returns above 5% are shared between the school and D.A. Davidson, and OSU was one of only two schools that generated a return greater than 5%.

The college’s Career Success Center (CSC) continues to connect OSU COB profession-ready graduates with top-level employers and recruiters. CSC reported 216 engagements with company representatives involved with career fairs, mock interviews, Finance Speed Dating, and site visits. Companies engaged with the COB included Nike, Boeing, Target, Oregon State Credit Union, Deloitte, Enterprise Holdings, Fisher Investments, Mass Mutual, Moss Adams, Portland Trail Blazers and State Farm.

The CSC recorded over 1,100 visits by students seeking career advice and assistance.

The Close to the Customer (C2C) Project team employed 22 undergraduate and five MBA students to assist with a total of 16 market research projects completed during the year. Project clients included the Tillamook Cheese Factory, Adidas, The Corvallis Clinic, Kia Soul and OSU Extension.

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:**

   - Professor Roger Graham and Assistant Professor K.C. Lin received the Shirley E. Droschkey Professorship in Accounting while Associate Professor Jared Moore continued as the holder of the Mary Ellen Phillips Professorship in Accounting. Professor Zhaohui Wu and Assistant Professor Inara Scott shared the Toomey Fellowship. Professor Wu also received the Detering Entrepreneurship in Ag Fellowship. Associate Professor Keith Leavitt received the Henry Amundson Faculty Scholar Professorship.
   - Senior Associate Deans Jim Coakley and Don Neubaum received Professorships in Excellence along with Associate Professors Jonathan Arthurs and Dave Berger and Assistant Professors Anthony Klotz and Pauline Schilpzand.
   - COB faculty received recognition of their outstanding service and high performance at the college’s celebration of achievement:
     - Internal Service Award: Michelle Barnhart
     - External Service Award: John Becker-Blease
     - Outstanding Professional Faculty & Staff Award: Noelle Cummings
     - Byron Newton Undergraduate Teaching Award: Chris Akroyd and Amol Joshi
     - Betty and Forrest Simmons Excellence in Graduate Teaching Award: K.C. Lin
     - Scholarly Impact Award: Yusoon Kim and Elaine Pedersen
     - Accounting Teaching Award: Chris Akroyd
   - The college recognized prominent scholars:
     - Pauline Schilpzand and Keith Leavitt – publication in *Organizational Behavior and Human Decision Processes*
     - Anthony Klotz – publication in *Academy of Management Journal*
     - Ted Patterson – publication in *Personnel Psychology*
     - Yusoon Kim – publication in *Journal of Management*
     - Manuela Hoehn-Weiss – publication in *Strategic Management Journal*
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- Sam Cho, Jonathan Arthurs and Jeff Barden – publication in *Strategic Management Journal*
- Zhaohui Wu – publication in *Journal of Operations Management*
- Hsiou-Lien Chen – co-PI on $810,000 Walmart grant

**Expand and cultivate trans-disciplinary research. Outcomes:**
- COB faculty had ten publications published or accepted in journals considered by the Financial Times as the premier business/management research journals in the world.
- Professor Roger Graham continued as editor in chief of the Elsevier academic journal Advances in Accounting, publishing two volumes and hosting the first annual research conference. Cheliss Thayer joined the Accounting Program team to help with administration of the Advances in Accounting Journal.
- The Supply Chain faculty collaborated with Agriculture faculty to offer a certificate in sustainability.
- Associate Professor Hsiou-Lien Chen has been part of a trans-disciplinary research team at OSU working on an EPA-funded project. She has also been involved with David Ji in Chemistry to explore the possibility for using textile-derived carbon membranes as conducting substrate for battery energy storage applications.
- As part of a team of engineers of the University of Colorado, Associate Professor Rene Reitsma was awarded a three-year NSF grant for his TeachEngineering project. The OSU portion of this grant is $108,000. TeachEngineering.org reached an annual user base of 3.3 million users and is growing at 35% per year.
- Assistant Professor Amol Joshi received $50,000 in NSF funding for his work on the “Innovation Corps” grant. He also received the Kauffman Foundation’s 2016 Junior Faculty Fellowship for $35,000.
- Assistant Professor Charles Murnieks was invited to be a Research Fellow in the Angel Resource Institute’s new research program.
- Assistant Professors Pauline Schilpzand, Chad Murphy and Anthony Klotz were invited and attended the Wharton Junior Organizational Behavior Conference, an invitation-only conference.

**Increase the quality, capacity and impact of graduate programs. Outcomes:**
- As of spring 2016 the college had 234 total graduate students enrolled including 40 E-campus students. Over a 5-year period, this is an increase from 113 total graduate business students enrolled in spring 2011.
- The COB recruited six students to fill the fall 2016 cohort pursuing the PhD in Business Administration. This brings the total number of business PhD students to twelve.
- The 2014 accounting doctoral program cohort of three students completed their coursework, including writing and presenting original research to the accounting faculty in fall 2015.
- Three PhD students - Iman Hemmatian, Yohan Choi and Gilsoo Lee - had papers accepted for the competitive Academy of Management conference to be held in Anaheim. Iman’s paper (co-authored by Associate Professor Jeff Barden) was selected for the AoM conference Best Paper Proceedings, which represents about 10% of the top selected papers.
- The Master of Accountancy and Business Administration Program (A-MBA) enrolled its fourth cohort, comprised of 16 students, in the fall of 2015. Twelve students from the cohort graduated in June 2016 along with three students who started with the 2014 cohort.
- Professor Roger Graham and A-MBA student Lingyun Zhang were quoted in a Wall Street Journal article on the challenges for Chinese students at American Universities.
- Innovation Management and Supply Chain and Logistics Management options were approved for hybrid delivery in Portland. The college will now have four MBA degree options available in Portland.
- BA 577 students conducted capstone projects to help local companies. Students have helped Creative Videos optimize their marketing strategy and OSU Foundation to identify potential donors.

**In other ways advance leadership in research, scholarship and creativity. Outcomes:**
- COB faculty provided service to their academic area by serving as editors, reviewers and editorial board members. 27 faculty served in a total of 56 of these professional service roles. 17 of these roles were either as Journal Editor or Associate Editor.
- The college was ranked 29th internationally in empirical supply chain and operations management research productivity. Yusoon Kim received awards for best paper and best reviewer in multiple premier journals.
- Professor Roger Graham completed his sixth year serving as a public member on the Oregon State Board of Accountancy. He was also honored this year for his 25 years of service at the College of Business.
College of Business Highlights

2015-2016

- Assistant Professor Manuela Hoehn-Weiss was elected to be the Representative-at-Large for the Strategy and Entrepreneurship Interest Group of the Strategic Management Society.
- Associate Professor Keith Leavitt was invited and attended the Google Re:Work Conference at Google Headquarters in Silicon Valley. Re:Work is an invite-only conference which brings together Google executives, Technology Entrepreneurs, Media, and Academics to discuss how to “make work better.”
- Assistant Professor Amol Joshi was one of 50 experts worldwide on intellectual property strategy and technology licensing invited to participate in the 4th Annual Searle Center Research Roundtable on Technology Standards at Northwestern University’s Pritzker School of Law.
- Assistant Professor Pauline Schilpzand received the Ascendant Scholar Award from the Western Academy of Management. The award recognizes outstanding junior faculty researchers in Organizational Behavior.


Position OSU’s outreach and engagement programs as learning laboratories that promote high-impact learning and effectively utilize university research. Outcomes:
- The college leased office space from WeWork in Portland’s Custom House building. The WeWork agreement provides a metro-area headquarters for the college and expands the footprint in Portland to support MBA recruiting events, workshops and partnership and engagement opportunities.
- 35 OSU and Tillamook Community College students participated in BA199 series, Building Your Own Business Plan offered in person at OSU and broadcast out to TCC.
- Seventeen speakers, including CEOs and professionals in accounting, law and family facilitation spoke in the BA 463/563 Family Business Management seminar class.
- Austin Family Business Program received the 2015 Interdisciplinary Award from the Family Firm Institute.
- AFBP outreach programming engaged nearly 5,200 family business members from over 450 families.

Grow rural and urban regional centers to advance social progress. Outcomes:
- The new Sustainability Certificate program will have a strong focus on natural resource management and regional economic development.
- AFBP continued its sponsorship of the “Family Agricultural Enterprise Succession: A Management Transition Seminar.” The seminar attracted 47 participants representing 14 family farms.
- The Family Business 360 innovative breakfast series reached 331 family business owners.

Drive economic development. Outcomes:
- The college continued its partnership with the College of Engineering and the OSU Research office in supporting the OSU Advantage Accelerator (OSU AA). The OSU AA connects businesses with faculty expertise, student talent and OSU’s world-class facilities to research solutions, bring ideas to market and launch companies. Ten start-up companies participated in the OSU AA’s five-month immersive program for 2016 designed to help new businesses achieve long-term growth.
- SteadyBudget, an AEP alum, moved into an office in Bend, received Angel Funding, and now employs eight people, and is rapidly becoming a leader in supplying software for Digital Marketing professionals.
- Under the guidance of marketing instructor Chuck Toombs, marketing students made a pitch to Whole Foods on an innovative high protein noodle from an isolated fish protein surimi, which they successfully branded “Newdle.” Whole Foods accepted the product and the students are racing to meet a fall launch.
- Assistant professors Charles Murnieks, Violetta Gerasymenko, and Manuela Hoehn-Weiss participated with the local community and the OSU AA in Startup weekends to seed innovation in the local area.
- The continued emphasis on family business education as part of the Excellence in Family Business Awards resulted in 20 nominations in 2016.

Increase study abroad and strategic international research partnerships. Outcomes:
- Advising conducted multiple “Get Going!” informational sessions to 150 COB students to promote college-wide international exchange programs and study abroad opportunities. Outgoing fall numbers of business majors increased from 37 in fall 2015 to 60 in fall 2016.
- Met with visiting delegation from Germany to discuss summer exchange opportunities.
- Met with campus wide delegation from Uzhhorod National University located in the Ukraine to discuss current international opportunities available to COB students.
Participated in discussions with representatives from Vietnam National University Ho Chi Minh City.

61 incoming exchange students from 13 countries enrolled in College of Business courses.

In summer 2016, six students will participate in BA362 Social Entrepreneurship in Uganda, meeting social entrepreneurs and innovators and learning about how business can help solve social problems.

COB faculty hosted seven international visiting faculty/PhD students for research collaboration.

For the third summer in a row, Assistant Professor Anthony Klotz led a group of students on a three-week study abroad program in London. During the program the 18 students meet with top executives from large UK firms. Nearly 50 students have now participated in the program, which has become OSU’s largest faculty-led study abroad program.

During summer of 2016 the college hosted visiting faculty member Axel Gerloff from Germany.

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

Hosted an inaugural dinner (200+ attendees) to celebrate student scholarship recipients and their donors to showcase the impact scholarship is having on COB students. This was also the launch to the OSU alumni community of the College’s Student Success Initiative.

COB parent and VP of Design, Future and Transformation at Nike, Ken Black, conducted an engaging conversation about design thinking in business decisions as part of Dean’s Distinguished Lecture.

Over 730 alumni/business partners attended COB hosted events in Corvallis, Portland and California.

Each of the ten academic program areas are responsible for recruiting and maintaining an advisory council. The COB conducted semiannual board meetings for all ten discipline advisory boards, engaging over 200 alumni volunteers to promote, advocate for and support COB programs.

Enhanced Portland presence and advancing social and economic progress via the launch of the Advancing Women’s Business Leadership: News, Communication and Research series. This event educates and starts a dialogue with business leaders on empowering women’s leadership in business.

The COB hosted 45 Austin Fellows program events featuring alumni and business partners willing to enhance the experience for Weatherford students and cultivate an entrepreneurial environment.

The college worked with university leadership to host the TEDxOregonStateU. 1,175 people attended with 234 online participants in five countries.

The college tracked 619 “COB Engagements” including 260 classroom speakers. The engagements included activities with the Career Success Center, classroom and student club speakers, recruiters participating in career symposiums, research presentations, career information sessions and class visits.

The Dean’s Council of Excellence (DCE) met twice during the year. The 51 DCE members receive updates on college initiatives and provide input to the dean.

The CSC reported 384 contacts with industry partners interested in potential engagements. The CSC hosted the Business Career Expo in April which involved more than 20 employers.

The CSC increased the number of corporate partnerships from 16 to 20. The partners include A-dec, Adidas, Boeing, Daimler, Dell, Enterprise Holdings, KPMG, Moss Adams, Mutual of Enumclaw, Northwestern Mutual, OBA Education Foundation, Odom, Oregon State Credit Union, PwC, Reser's, PGE, Salesforce and Toyota.

**Advance impact and reach in other ways. Outcomes:**

Student Engagement helped coordinate and provide career speakers and mock interviewers for the 2016 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 part of SMILE, a pre-college program that supports out-of-school learning opportunities in STEM fields for groups underrepresented in higher education.

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

**Enhancing diversity. Outcomes:**

Hosted a lecture open to the OSU campus featuring COB faculty Lawrence Houston and other leaders focused on “Diversity in the Workplace: What leaders need to know.”

The college hosted a women’s leadership event in Portland on May 23, 2016 focused on gender equality in the workplace. Dean Montoya spoke to an audience of about 35+ people at the PricewaterhouseCoopers office about statistics of women in the corporate world, provided evidence that women in leadership
positions can lead to a better bottom line and attested to the fact that 82% of millennial women want more women in leadership positions as role models.

- The college hired a diversity training expert, Marla Parker, to deliver four inclusivity and diversity training sessions. Over 60 faculty and staff and 17 students attended the sessions.
- The college partnered with Wells Fargo and the University of Oregon to sponsor the Diversity Symposium in Salem. OSU sent 120 students including 36 from the COB.
- The college conducted its first mentoring lunch for 25 underrepresented COB students, providing the students opportunities for dialogue and relationships with 20 alumni and business partners.
- The percentage of international students in the college has increased from 13% to 21.6% since 2011.
- Recent faculty hires have included several international faculty with strong research credentials. The college has increased the number of international faculty from one in 2010-2011 to eight.
- The number of faculty from underrepresented groups increased from eight in 2010-2011 to 18.

**Stewardship of resources. Outcomes:**

- The COB invested over $100,000 to update classroom technology in Milam Hall to provide an enhanced learning environment for students.
- The college partnered with UHDS to convert a student lounge in Poling Hall into an enhanced classroom to support the college’s First Year Engagement initiatives.
- The college partnered with UHDS to convert an under-utilized space in Weatherford Hall into the COB undergraduate recruiting office where staff recruiters can meet with prospective students and parents.
- In 2015 AFBP met the Coleman Matched Gift goal of $100,000 to support educational programming.
- The new online Sustainability Certification directly contributes to promoting sustainable businesses.
- The college received $1.9M in gifts for 2015-2016. This included $900,000 in scholarships, fellowships and student awards. Donors also provided $800,000 in program support for students and faculty.

**Technology as a strategic asset. Outcomes:**

- The college partnered with E-campus to place all undergraduate business core courses online which enables the COB to deliver a business degree to anyone in the state.
- The college continued to leverage its Technology Resource Fund investment in Virtual Desktop Infrastructure technology for Austin Hall computer labs to provide seats for over 100 students and extend access of the virtual lab to E-campus students.
- To support the college’s retention goals, the COB continued to provide the advising office with customized reporting to identify and track students needing academic assistance through the STAR program.
- The college partnered with the OSU ID center, Enterprise Computing Services, the CORE team and the Canvas team to provide a technology solution that supports tracking student attendance at college events.

5. **College-level metrics for 2015-2016**

**Goal 1 - Provide a Transformative Educational Experience for all Learners**

1.3 – College of Business first-year retention rate (% college/% OSU): 80.9/90.0
1.4 – College of Business six-year graduation rate (% college/% OSU): 39.6/64.4
1.5 – College of Business Junior Transfer four-year graduation rate (% college/% OSU): 70.0/75.6
1.6 – Percentage of US Minority Students of total college enrollment: 19.6%
1.7 – Percentage of International Students of total college enrollment: 21.6%
1.8 – Percentage of High Achieving Oregon HS Grads: 25.3%

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

3.2 – 2015-2016 invention disclosures: 1

**Other college metrics for 2015-2016**

- Percentage of High Achieving HS Grads with SATC > 1300: 2.8%
- E&G ending budget: $24,698,938
- Private giving: $4,458,252
- Awards from grants and contracts: Eight valued at $285,042