

Montana University System New Academic Program Proposal Summary

Campus: Montana State University-Bozeman	Item Number: 119-2011-R0503
Program Title: Gary K. Bracken Center for Excellence in Undergraduate Business Education	DATE: May 29-30, 2003

1. How does this program advance the campus' academic mission and fit priorities?

The mission of Montana State University is:

- *To provide a challenging and richly diverse learning environment in which the entire university community is fully engaged in supporting student success.*
- *To provide an environment that promotes the exploration, discovery, and dissemination of new knowledge.*
- *To provide a collegial environment for faculty and students in which discovery and learning are closely integrated and highly valued.*
- *To serve the people and communities of Montana by sharing our expertise and collaborating with others to improve the lives and prosperity of Montanans.*

In accomplishing our mission, we remain committed to the wise stewardship of resources through meaningful assessment and public accountability.

Current MSU strategies and priorities call for:

- *excellence within its undergraduate and graduate programs;*
- *prominence as a student-centered, land-grant research university that is devoted to undergraduate and graduate education;*
- *the recruitment of well-qualified, highly-motivated students;*
- *increasing student scholarships and fellowships at both the undergraduate and graduate levels;*
- *improving the university's overall rate of retention by fulfilling student interests/preferences for specific academic programs, sustaining increased enrollment, and recognizing enrollment growth in specific academic programs;*
- *sustaining and enhancing the quality of our academic offerings by supporting the development, retention, and recruitment of high quality, dedicated faculty, staff, and administrators; and by sustaining and enhancing the quality of our physical and technological infrastructure;*
- *raising the academic profile of MSU-Bozeman via the quality enhancements, recruiting, and retention priorities identified above, and by effective marketing;*
- *enhancing the relationship between MSU-Bozeman and MSUCOT-Great Falls with the goal of expanding the scope of COT programs offered in Bozeman.*

<http://www.montana.edu/upba/generalresource.html>

The establishment and maintenance of the Gary K. Bracken Center for Excellence in Undergraduate Business Education will support campus strategies and priorities through the following ongoing programs.

1. Student development programs will include:
 - annual grants for undergraduate research,
 - administration and support for student internship opportunities
 - new scholarships supporting outstanding student performance
 - fellowships for students to study abroad

- administration and support for student international exchanges including international travel assistance
 - wireless internet access to information supporting undergraduate research
 - wireless internet access to company information for job placement opportunities
2. Faculty instructional and curricular development programs will include:
- faculty development grants for course creation and innovation, technology training, travel to instructional conferences and teacher development
 - designation of master teachers as Bracken Scholars with financial support for instructional mentoring and methods development
 - support for curricular assessment and evaluation through review of programs and survey of students, alumni, and corporate recruiters

These programs promote excellence in undergraduate programs and education as noted in the MSU priorities by giving grants for undergraduate research projects; by encouraging students to pursue greater inquiry through faculty sponsored research; by programmatic support for student internships and student international exchanges broadening the student academic experience; by providing funds to support faculty development of pedagogical innovation and improvement; and by the assessment and improvement of undergraduate program effectiveness.

To help ensure the quality and success of activities associated with the Center, a full-time, Director will be appointed. The Director will plan and implement programs and activities that are focused on fulfilling the promise of excellence in undergraduate business education. One aspect of the responsibilities of the Director of the Bracken Center will be to travel to national business teaching and learning conferences to promote the Bracken Center and to benchmark to nationally recognized undergraduate programs. The integration of the Bracken Director in national academic networks and organizations will enhance the prominence of the MSU-Bozeman undergraduate business program as described in the MSU campus priorities.

Recruitment of high quality students into the business program will be enhanced due to the increased availability of scholarships, the opportunities for rigorous research experiences and the increased breadth of internship and exchange opportunities. The Bracken Center's program will support the MSU priority of increasing student scholarship funding by the creation of the Bracken Student Scholarships.

Retention of business students will be enhanced through the formal course and program assessment and improvement programs coupled with faculty development programs targeted at improving faculty teaching effectiveness. Faculty development programs will provide developmental evaluations and peer mentoring leading to more effective teaching. Better teaching will lead to increased student retention.

Faculty retention will also be improved, as faculty will have more opportunities for professional development leading to greater job and career success and satisfaction. Faculty will also have more opportunities to mentor the best students through the undergraduate research programs.

In summary creation of the Bracken Center will help to focus the attention of the College on undergraduate student success which is directly linked to many campus strategies and priorities.

2. How does this program fit the Board of Regents' goals and objectives?

The Mission of the Montana University System is to serve students through the delivery of high quality, accessible postsecondary educational opportunities, while actively participating in the preservation and advancement of Montana's economy and society.

VISION: *We will prepare students for success by creating an environment of ideas and excellence that nurtures intellectual, social, economic, and cultural development. We will hold academic quality to be the prime attribute of our institutions, allocating human, physical, and financial resources appropriate to our educational mission. We will encourage scientific development and technology transfer, interactive*

information systems, economic development and lifelong learning. We will protect academic freedom, practice collegiality, encourage diversity, foster economic prosperity, and be accountable, responsive, and accessible to the people of Montana.

GOALS: The following five goals and subordinate objectives will guide the Montana University System in moving toward realization of its vision for the future of higher education in Montana.

3. To provide a stimulating, responsive, and effective environment for student learning, student living, and academic achievement.
4. To make a high quality, affordable higher education experience available to all qualified citizens who wish to further their education and training.
5. To deliver higher education services in a manner that is efficient, coordinated, and highly accessible.
6. To be responsive to market, employment, and economic development needs of the State and the nation.
7. To improve the support for and understanding of the Montana University System as a leading contributor to the State's economic success and social and political well-being.

The proposed center for excellence will support the Board of Regents' mission and goals calling for academic programs of high quality that provide stimulating opportunities for student learning. As mentioned above formal support of undergraduate research, internships, international exchanges and formal assessment and improvement of the curriculum and the faculty will lead to improvements in undergraduate business instruction.

Student access will also be improved through the addition of the Bracken scholarships enabling more students with financial need to meet the cost of higher education.

3. How does this program support or advance Montana's needs and interests.

The proposed Center will advance undergraduate business education in the state of Montana. Between 200-250 students graduate each year in the College of Business; many of these graduates take jobs in Montana. Consequently, improving the quality of undergraduate business education will improve the quality of our graduates and lead to a more highly skilled and competent work force in Montana. The graduates of the College of Business represent the future business leaders throughout the state.

Recent visits with our recruiters indicate that the greatest needs in business are for graduates with high levels of competence in:

- interpersonal skills
- communication skills
- critical thinking and problem solving skills
- technology skills
- business content skills

Programs offered through the Bracken Center for Excellence will allow students to better develop their skills and competencies through enriched research and analysis and through internships and international exchange experiences.

The Center will also provide experience with leading edge information and computer technologies including wireless networking and group decision support systems. Tentative plans include the creation of a computerized financial trading center.

Also, the continuous review and improvement of the programs and curriculum of the College will provide up-to-date competencies for our graduates. The Director of the Center will have specific responsibilities with respect to developing state-of-the-art assessment systems.

5. What is the Program's planned capacity?

Programs offered through the Bracken Center for Excellence will serve all business students and faculty. Those numbers currently include approximately 1,150 students and 40 full-time and part-time faculty.

6. Resource Allocation

Total Program budget: \$100,000 - \$150,000 annually (depending on earnings from the endowment)

Faculty FTE: 0 FTE (not staffed by faculty)

Staff FTE: .8 FTE (will be funded by the Bracken endowment)

Does this program require new resources? Amount?

The Bracken Center for Excellence will be self-funding from the \$3,000,000 endowment provided by the friends and family of Gary K. Bracken to support excellence in undergraduate business education at the MSU Bozeman College of Business. Initial installments to the endowment will include spendable portions to ensure funding until the endowment is fully funded and is producing positive returns. Annual budgets are expected to stabilize at about \$150,000 per year.

How will the campus fund the program?

As mentioned above the Center will be self-funding. No campus funds will be used.

If reallocation is necessary, name the sources.

No reallocation will be necessary.