Darla Moore School of Business
Blueprint for Academic Excellence FY2025-26

1) <u>Education</u>: Enhance and expand academic programming through rigorous internal review and creating pathways to business education for students across campus.

Status	SMART Goals	Actual/Anticipated Results and Future Activities
Ongoing	AACSB Re-accreditation for DMSB and SOA	• report submitted peer-review team scheduled for 3/30-4/1, 2025.
Completed	Expand enrollment in the portfolio of master's programs by 15% in two years	• 30.3% increase from 356 (FY24) to 465 (FY25) • Established agreements with MCEC, HRSM, and CEC
Completed	Develop 5 courses that incorporate advanced technologies and pedagogies	• AI grad certificate with 5 new courses • 2 new AI courses for the UG interdisciplinary AI certificate • Developed an on-line teaching policy • Regular workshops on the use of AI in education and research
Ongoing	Increase total inbound and outbound study abroad enrollment by 10% in two years.	• Outbound: 7% in UG and 22% increase in Grad • Inbound: 29% decrease in UG and 15% increase in Grad • Established 2 Double-degree grad partnerships and 3 combined UG grad partnerships
New	Establish a Leadership Institute in 2 years	• Obtain sufficient funding from philanthropy and corporate partnerships to establish a self-supporting institute * • Develop an undergraduate concentration • Piloting new leadership course during Spring 25 • Design leadership model benchmarked against F100 company competency models
New	Complete Comprehensive review of master's programs and undergraduate business core by end of FY26	• End of FY 26: program revisions submitted with Curricular simplification, greater employer relevance • 4-year goal: increase in 4-year graduation rate, increase in placement rates and starting salary • Formation of task forces and committee • Development of a timeline to process changes through system
New	Develop and stand up a Leadership Concentration	• Concentration under curricular review • Hire 2 professional track faculty during FY26 • Piloting a new leadership course during Spring 25

*also serves Corporate Relations and Development Goals

2) <u>Research and Scholarship</u>: Increase production and impact of research that generates important insights and shapes business and economic policy and practices to the benefit of society.

Status	SMART Goals	Actual/Anticipated Results and Future Activities
Ongoing	Increase TT faculty by 9 positions by AY25.	• Added 12 new TT positions and 4 terminations. • In the process of recruiting for the last of the round 1 presidential hires by end of AY25.
Revised	Increase research reputation by improving our ranking by Poets and Quants to the top 35 in 4 years.	• Revised goal due to P&Q change in their ranking procedure.
New	Develop metrics and strategy to enhance research visibility and reputation	• Organized 4 new academic conferences during AY 25. • Developed a workload policy to monitor and enhance research productivity. • Benchmark research quality and impact within rank. • Evaluate doctoral placements. • Revise reward scheme for research productivity and visibility.

3) <u>People and Environment</u>: Build a culture of collaboration and achievement that helps attract and retain exceptional

faculty and staff.

	SMART Goals	Actual/Anticipated Results and Future Activities
Completed	Offer one new professional development program for staff per semester for AY25.	• Developed and delivered in-house courses on (1) Digital Marketing (Fall 24) and (2) Emotional Intelligence (Spring 25)
Ongoing	Improve overall morale of faculty and staff such that engagement survey ratings will increase by 10% in 2 years.	• Established a baseline with our first climate survey in April, 2024. Next survey due mid-April 2025. • Increased college-wide communications through weekly newsletter, all-hands meetings and small group discussions, and social events. • Developed a staff recognition program • Holding regular meeting with student groups (student clubs, student organizations, student with different majors / classes)
New	Cross training program for staff members	• Create a more effective and flexible work environment.

4) <u>Corporate Relations and Development</u>: Generate additional resources through corporate partnerships, philanthropic giving, and creative fundraising ideas.

	SMART Goals	Actual/Anticipated Results and Future Activities
Completed	Increase rate of alumni participation in events by 20% in 2 years.	• Increased total event participation by alumni by 45% • Faculty ambassadorship created to enhance engagement by international alumni.
Ongoing	Expand overall corporate support (scholarships, professorships, research, and programming) by 20% in 2 years.	• $200k decrease in total corporate gift revenue $3.0 mil down from $3.2 mil in FY24 • Future activity: cultivating gifts for two corporate term chairs during AY25. • Developing targeted corporate relations strategy for South Carolina, Charlotte, and Atlanta area companies.
Ongoing	Increase annual philanthropic fund- raising from less than $10M to $20M in 3 years.	• $3.5 mil increase in total gifts: $6.6 mil up from $3.1 mil • Establish Dean's Industry Advisory Council comprising of senior industry leaders and successful alumni. • Working with the development team to finalize priorities for the university's capital campaign.
New	Establish a Leadership Institute in 2 years	• Obtain sufficient funding for philanthropy and corporate partnerships to establish a self-supporting institute * • Design leadership model benchmarked against F100 company competency model • Developed "Moore Leadership Summit" with 9 CEO/CHRO speakers and 100 professional attendees. In 2025. To become an annual event to connect C-suite executives to the Moore School.
New	Increase alumni engagements (class visits, mentoring, internships etc.) by 10%	• Increase in mentoring pairs • Increase in internships with alumni companies • Increase hiring from alumni companies • Utilize newly established alumni hubs, BPF and DAC board members • Reaching out to new alumni with engagement opportunities • Developed "Moore Leadership Summit" with 9 CEO/CHRO speakers and 100 professional attendees. In 2025. To become an annual event to connect C-suite executives to the Moore School.