Mission

The mission of the Kelley School of Business Indianapolis is to be the business school of choice for students -- undergraduate, MBA, and MPA -- in Central Indiana and a school where scholarship and good practice meet.

Goals and Objectives

- Enhancement of existing degree programs
- Evening MBA

  Campus Planning Theme: Teaching and Learning
  Secondary Goals:
  Sub Unit:
  Time Frame:

Actions taken for 2004-2005:

1. A new course for MBAs thinking about changing jobs was created in cooperation with KSB Bloomingtons Graduate Career Services. Furthering that initiative, the MBA Policy Committee designed a new innovation in the curriculum, entitled the Enterprise Experience, loosely modeled on the Academies in Bloomington. The Enterprise Experiences should help MBAs who are interested in pursuing careers different from their current jobs.

2. Dr. Darrell Brown was added to the staff to help the administration and marketing of the Evening MBA program. He has been very effective in the job. We also contracted with Finelight to study our marketing communications for the Evening MBA.

Evidence of Progress for 2004-2005:

- MBA applications and enrollments
- MBA job seeker success

Activities planned for 2005-2006:

1. Explore a new joint degree program in design with the Herron School of Art and Design and the Purdue School of Engineering and Technology.

2. Implement the new Enterprise Experience.

3. Implement the ideas from Finelight for better marketing of the Evening MBA.
4. Review the Venture Creation and Management major.

- Kelley Direct
  Campus Planning Theme: Teaching and Learning
  Secondary Goals:
  Sub Unit:
  Time Frame:

  Actions taken for 2004-2005:

  1. The budgeting system for Kelley Direct was improved so that quarter-by-quarter tuition is tracked better.

  2. Kelley Direct processes have been improved so that there are fewer errors made and tasks are accomplished in more timely fashion. Processes throughout the School, including Kelley Direct, will be examined in more detailed during the year so that continued improvements can be made.

  3. Capacity planning that coordinates the activities of the IUPUI and Bloomington campuses was vastly improved.

  4. New programming staff and a scheduler were added to Kelley Direct this year. Several positions, mainly technical ones, were upgraded.

Evidence of Progress for 2004-2005:

Kelley Direct enrollments

Number of new partners and their happiness with the program

Activities planned for 2005-2006:

  1. Study the possibility of a name change for the program, given changes in the marketplace.

  2. Experiment more with marketing of the program, in order to determine the best ways to advertise the program to prospective students.

  3. Keep expanding the program with new partners.

- Masters of Professional Accountancy
  Campus Planning Theme: Teaching and Learning
  Secondary Goals:
  Sub Unit:
  Time Frame:

Actions taken for 2004-2005:
Evidence of Progress for 2004-2005:

Activities planned for 2005-2006:

1. Devise a plan for managing students better so that they take full advantage of the grad-only sections offered and so that scheduling the MPA program is made easier.
2. Study the establishment of a 5-year MPA for our undergraduate students.
3. Develop student exit survey.

Undergraduate Program

Campus Planning Theme: Teaching and Learning

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2004-2005:

1. The search for a new tenure-track professor for the transportation/distribution/logistics program failed. The search will be renewed this year.

2. The undergraduate curriculum has been revamped to enhance the senior-level experience. This means the creation of new courses: Analysis of Business Decisions; Ethics and Leadership; Human Resources and Negotiations. Also, the International Dimension requirement was made more flexible.

3. An Honors Academy was created and is now thriving.

4. The Business Certificate program has been studied but it will undergo additional study this year to make it more marketable.

Evidence of Progress for 2004-2005:

Undergraduate applications and enrollments

Undergraduate retention rates

Undergraduate job placement success

Activities planned for 2005-2006:

1. Continue the study of the Certificate Program. Reduce it from 30 credit hours to 21.

2. Implement the new Senior Core.
3. Review all pre-requisite courses to enable a smooth transition for students from course to course in the program.

4. Study the demand for the Computer and Information Systems major and make a recommendation about the continuation of that major.

**Improve School operations**

- Make the most of the School’s existing space and resources.
  - **Campus Planning Theme:** Best Practices
  - **Secondary Goals:**
  - **Sub Unit:** None
  - **Time Frame:** On-going

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**Actions taken for 2004-2005:**

1. The building renovations were completed in 2002, which allowed a more effective use of space.

2. The Indiana Business Research Center (IBRC) and the Kelley Direct staff have been moved off campus into rental space at the Urban League building. The Career Placement Office now occupies the space vacated by Kelley Direct.

3. Revamped the website. A School-wide revision and merging of websites has begun and will continue throughout this year.

4. Much of advising services have moved to web and e-mail, which means students frequently no longer have to make trips to campus for routine advising.

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**Evidence of Progress for 2004-2005:**

1. Offices available and used.

2. Hits on the website and use of the website for publicity, etc.

3. Improved financial condition of the School.

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**Activities planned for 2005-2006:**

1. BS 2000, the largest lecture room in the BS building, will be renovated in the summer of 2006.

2. Continued work on a new building for the School on the IUPUI campus, under the guidance of the Chancellor.


4. Continued effective scheduling of classes and professors so that revenues are high and costs are low.

**Process improvement**

- **Campus Planning Theme:** Best Practices
  - **Secondary Goals:**

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Sub Unit:
Time Frame: Fall 2005, for several years

Actions taken for 2004-2005:

Evidence of Progress for 2004-2005:

1. Processes themselves will change.
2. Quality and capacity will improve.

Activities planned for 2005-2006:

1. The School has started a review of its administrative processes (e.g., student inquiry, admission, advising, degree certification) that will cut across all of the School’s academic programs. The process improvement effort is led by Prof. Tatikonda and will involve most, if not all, of the staff, at one point or another. Changes to various processes are contemplated, with the goal of improving their quality and the ease of their delivery.

- Improved research productivity of faculty

Create an active research culture. Parity in research productivity with Bloomington

Campus Planning Theme: Research, Scholarship and Creative Activity

Secondary Goals:
Sub Unit: None
Time Frame: on-going

Actions taken for 2004-2005:

1. New faculty members hired in 2004-05 in marketing and accounting.
2. Tenure-track hires have had significant research accomplishments.
3. Continued to provide financial support for faculty research.
4. We continued to support an active Kelley Indianapolis Seminar series.
5. The Kelley School Indianapolis "swept" the all-school research awards in the spring of 2005. The winners were at all levels -- Marjorie Lyles at full professor, Randy Heron at associate professor, and Charles Dhanaraj at assistant professor.
6. We have created a new Research Committee in 2004-05 whose task it is to look for ways to increase the research productivity of the faculty through seminars, assistance, and other policies and practices. It will also help to position Indianapolis faculty to compete more effectively in the Kelley summer school-wide grant program.

Evidence of Progress for 2004-2005:
1. Number and quality of publications.

2. Participation in summer research grant process.

3. Research Colloquium presentations.

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Activities planned for 2005-2006:

1. Continue to assist with the start-up of the Tobias Center for Leadership Excellence which is headquartered in the School.

2. Emphasize that research productivity is a priority for hiring of new tenure-track faculty. New, untenured faculty are provided a reduced teaching load and guaranteed summer support for three years to demonstrate this commitment to research productivity.

3. Pursue the creation of a Supply Chain Control Center and seek funding from the state's 21st Century Fund for Research and Technology.

4. Hire for the vacant Supply Chain Management position.

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**Student Diversity**

**Check** Improve Recruiting and Retention of Minority Students

**Campus Planning Theme:** Campus Climate for Diversity  
**Secondary Goals:**  
**Sub Unit:** None  
**Time Frame:** Ongoing

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**Actions taken for 2004-2005:**

In 2004-05,

1. The Minorities in Business Club was rejuvenated.

2. Two new Diversity Research Scholars were recruited.

3. Efforts to expand the junior high and high school pipelines were continued.

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**Evidence of Progress for 2004-2005:**

Number of minority students

Minority student retention and graduation
Activities planned for 2005-2006:

1. Continued upgrading of the Minorities in Business Club
2. Added recruitment activities
3. More invitations to minority business people to visit classes

Fiscal Health

*** Fiscal health report for 2005-06 is attached as PDF file. ***

The past year ended well for the Kelley School on the IUPUI campus. We enjoyed a surplus of over $900,000, due primarily to record credit hours. Our projections for the 2005-06 year show us with a modest surplus, given continued strong credit hours and the current tuition and fee rates.

Reallocation Plan

Other Question(s)

Doubling goals. In what ways has and will your responsibility center contribute to the Chancellor’s doubling goals for enrollment (retention and graduation rates and degree conferrals), research and scholarship (grants and contracts), and civic engagement (service learning, internships, community collaborations)?

1. Our retention rate for students admitted to the Kelley School stands at 91%. In seeking to maintain, and even raise that number, we are investigating the pre-requisites to all our courses, so as to make sure that pre-requisites do not pose a bottleneck for student advancement to graduation. Our advisors are constantly seeking better ways to reach our students and to advise them of their choices and of the requirements for the degree.

2. We have a new Research Committee that is charged with helping faculty think about funded research and with helping faculty write proposals. The committee also hosts the School’s research symposium and with devising incentives for research activity. Last year, the Kelley School at IUPUI swept the Kelley School’s school-wide research awards.

3. We are actively helping the Solution Center with several projects and our own development of internships has steadily grown over the years. We have hired a new person to continue the growth in internships and other collaborations with our client companies.

Diversity. What actions have you taken and what results have you achieved in diversifying your student body (particularly in improving the success rates of minority students) and your faculty and staff?

Here is a summary of the main activities, under the leadership of Russell Vertner, which took place under the five principal components of our divisions mission, plus other unrelated but supportive activities:

Development of a Junior High and High School Pipeline
Among the activities which happened in support of this mission are:
* In recognition of the need to target monies toward minority student recruitment from area high schools, and in honor of a strong campus and Kelley school supporter, The Kelley School of Business Sam Jones Diversity Scholarship was created, funded through many corporate and private donors. This $2500 one-time award is a great example of how Kelley plans to continue attracting bright area high school students. Unfortunately no qualified candidate was found for the first year, but we will advertise heavily for fall 2006.
* We spoke to over 40 parents who assembled statewide with their children for a first-time ever, January, Indianapolis Urban
League project, entitled Planning For Life. Although Russell Vertner only spoke to the parents, the high school students were in a day-long workshop on preparing them for college and life as a professional.

* We met with and presented to 56 Junior Executive Institute (JEI) students who attended either of the week-long June 04 workshop activities at the Kelley Bloomington facilities.

**Minorities In Business (MIB) Club or Related Activities:**
Among the activities which happened in support of this mission are:

* The Minorities in Business Club continued holding monthly meetings of their Executive Board, but also regular meetings, as well as special activities, for all interested or aspiring Kelley students.
* A periodic newsletter of upcoming items of interest was distributed electronically to the entire Kelley minority student body. Typical items of interest were Minorities in Business club meeting information and upcoming activities, relevant career center activities, new scholarships available, and internships or other corporate communications where students of color were specifically requested.
* Kelley hosted a table of students at the 2004 Dr. Martin L. King Jr. dinner in January. Poet and national community activist Kevin Powell was the featured speaker.
* Several career or MBA inquiry sessions were jointly sponsored by the local chapters of the National Black MBA Assn., National Society of Hispanic MBAs and the Asian American Alliance. Our students were strongly encouraged to attend all of these events and several did.

**Diversity Scholars Research Program (DSRP)**
As Kelley enters its third year in this program, we can be pleased at the promise of a great year ahead. We entered this year with a rising sophomore who was on academic probation and a bright freshman, who eventually dropped out of school after appearing to have a great start to her year.

After consultation with the campus DSRP director, Kelley was advised to pursue only highly talented, rising sophomores for the 2004-2005 academic year, not accepting any freshmen. We did so, selecting two students to begin the program, and were successful in recruiting three additional faculty mentors for these two students. Fortunately, the student on probation has worked very hard, shifted his priorities properly and will be our first rising junior in this Program. For the next academic year, 2005-2006, he will be joined by two rising sophomores, both with excellent grades, attitudes, and chances for success.

**Attraction of Transfer Students**
After some initial discussions on recruitment of minority students with Indianapolis Ivy Tech officials, Kelley officials informed Russell Vertner of the difficulties that many Ivy Tech students, minority and majority, frequently have being successful at Kelley Indianapolis. Consequently, this component of the transfer student recruitment efforts was halted.

Initial plans for contacting and visiting Vincennes University minority students were never fully developed for this year. Due to other competing administrative and academic demands, this initiative will most likely be delayed until the 2006-2007 AY.

**Use of the Minority Professionals Database**
While there were occasional requests for minority speakers from this database during this academic year, there were very few new names added. Plans are underway to utilize this database extensively in the latter half of AY 2005 with a developing, but yet unnamed student mentoring program, specifically for seniors who have been Kelley mentors as juniors.

While we are pleased with these activities, it is difficult to tie them to success rates for minority students. We need more time to assess our performance.

_Campus coordination and cooperation. Are you willing to work with an adjudicative group in resolving conflicts in course and program offerings in the spirit of reducing campus duplication and overlap? If so, what forum or format would be most helpful to you? Please cite examples of your cooperation with other units in resolving such conflicts._

This has not been an issue for the Kelley School during 2004-05.

4) What actions have you taken to promote the retention of all students, and in particular, individuals who would diversify the student body, e.g., ethnic, racial, and gender minorities?

5) What uses are you making of the student technology fee?