

Dean's Annual Report to the Faculty

George Low
College of Business and Economics

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Significant accomplishments:

- Served as co-chair of the Economic Development and Community Partnerships sub-group and on the task force for the Radford University strategic planning process. Included the Student Venture Lab and the Southwest Virginia Outreach Institute, two initiatives with direct implications for COBE, in the recommendations, both of these were included in the final strategic plan.
- Led the college in a successful 5-year Continuous Improvement Review process, receiving extension of accreditation status with AACSB.
- Oversaw the professional production of three marketing videos to re-brand the college to high school seniors via social media, continued with the second round of this effort with a new series of videos currently in the planning stage that will further develop and reinforce the "Make Your Reason Our Business" tagline.
- Reallocated funds within the college in order to save a faculty position, and to add a new AP faculty position supporting graduate programs, COBE Fellows, and accreditation/assessment.
- Supported and encouraged faculty-led curriculum changes including a new MBA concentration in business analytics and a new certificate program in business analytics.
- Encouraged and supported new and continuing programs within the college, including the BB&T Global Capitalism Lectures, the BB&T Innovation Contest, Executive in Residence Program, Center for Innovation and Analytics, Creative Sprint, and COBE Fellows.