



Strome College of Business

2023 - 2028 Strategic Plan

The Business of Problem-Solving



Strome College of Business



Strome College of Business

Located in Norfolk, Virginia, the Strome College of Business (SCB) is the oldest and currently fourth largest college on the campus of Old Dominion University (ODU). SCB comprises the School of Accountancy, Department of Economics, Department of Finance, Department of Information Technology and Decision Sciences, Department of Management, Department of Marketing, School of Public Service, Harvey Lindsay School of Real Estate, and Thurmond School of Professional Sales and Negotiations. The Strome College of Business is accredited by AACSB, which is the leading accrediting body for colleges and schools of business, having received initial AACSB accreditation in 1974. The School of Accountancy received its initial AACSB accreditation in 1983. The School of Public Service is accredited by NASPAA, having received initial accreditation in 1981. Constant Hall is the home location for SCB classrooms and offices.

History

In 2013, the Strome Family Foundation, headed by Mark Strome (ODU class of 1978), pledged \$11 million to include establishing the Strome Entrepreneurial Center on campus to reinforce ODU's commitment to entrepreneurship. In 2014, the Board of Visitors renamed the college as the Strome College of Business in Strome's honor. In 2019, the Harvey Lindsey School of Real Estate was established after a generous donation from Harvey Lindsey, Chairman of Harvey Lindsey Commercial Real Estate and his family, and in 2021, the Thurmond School of Professional Sales and Negotiations was established after a generous donation from Dick Thurmond, Southeast Regional Chairman of Howard Hanna Real Estate Services.

Departments and Degree Programs



Old Dominion University's Strome College of Business has seven departments

- ➔ Accounting ➔ Economics ➔ Finance ➔ Information Technology & Decision Sciences ➔ Management ➔ Marketing ➔ Public Service



Undergraduate Programs

- Accounting
- Business Administration
- Business Analytics
- Data Base Administration
- Digital Marketing
- E-Business & E-commerce
- Economics
- Enterprise Cybersecurity
- Finance
- Information Systems & Technology
- International Business
- Management
- Maritime & Supply Chain Management
- Marketing
- Marketing Analytics & Research
- Network Engineering
- Personal Finance Planning
- Professional Sales
- Public Administration - Early Start
- Real Estate
- Risk Management & Insurance



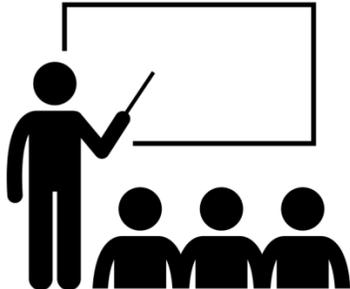
Graduate Programs

- Master's Programs**
 - Accounting
 - Business Administration
 - Economics
 - Maritime Trade & Supply Chain Management
 - Public Administration
- Doctoral Programs**
 - Ph.D. Business Administration
 - Public Administration & Policy
- Graduate Certificate Programs**
 - Entrepreneurship
 - Maritime, Ports & Logistics Management
 - Public Administration & Policy
 - Public Securement & Contract Management
 - Supply Chain Management





Strome College of Business At A Glance:



2,975

Undergraduate Students
Fall 2022

432

Graduate Students
Fall 2022

About Our Students

Undergraduates

Fall 2022

76% of our Undergraduate students are full-time

46% of our Undergraduate students are women

55% of our Undergraduate students are under-represented minorities*

24 The average age of our Undergraduate students is 24 years old

Graduates

Fall 2022

74% of our Graduate students are full-time

56% of our Graduate students are women

30% of our Graduate students are under-represented minorities*

34 The average age of our Graduate students is 34 years old

*Under-represented minorities include students reporting as Black/African American, Hispanic/Latino, Native American/Alaska Native, Native Hawaiian/Pacific Islander or two or more races.



Vision

“We will be the preeminent source for problem solving in business, government, and non-profit organizations.”

Mission

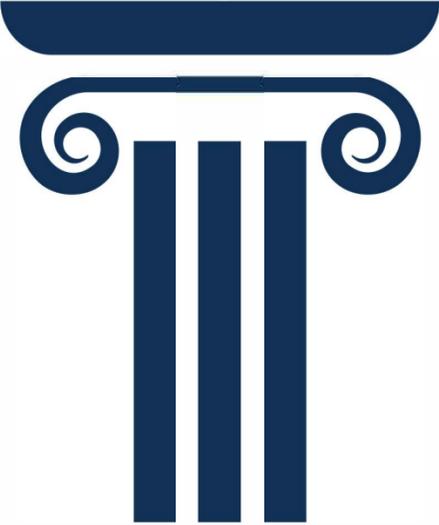
“The Business of Problem-Solving”

→ The Strome College of Business will support this strategic plan by focusing on three pillars/strategic buckets of activities:

Strome
Talent



Strome
Insights



Strome
Impact



Strategic Objectives



Pillar	Objective	Societal Impact Focus	Programs
 <p>Strome Talent</p>	<p>Create the next generation of problem solvers in business, government, and non-profit organizations to catalyze social mobility and meet the talent needs of our region and beyond, emphasizing academic excellence and forward-thinking curricula, experiential and problem-based learning, and student success.</p>	<p>Social Mobility</p>	<ul style="list-style-type: none"> - Academic excellence and forward-thinking curricula - Experiential and problem-based learning - Student success
 <p>Strome Insights</p>	<p>Conduct rigorous research, disseminate findings, and serve as our region’s business knowledge hub, revealing insights and best practices on pressing problems in business, government, non-profit organizations to catalyze economic vitality.</p>	<p>Economic Vitality</p>	<ul style="list-style-type: none"> - Rigorous research and research productivity programs - Dissemination of findings - Knowledge hub activities such as conferences and seminars
 <p>Strome Impact</p>	<p>Engage with our community to stimulate continuous learning and catalyze opportunities for regional well-being.</p>	<p>Regional Well-Being (based on the 2018 OCED regional framework)</p>	<ul style="list-style-type: none"> - Continuous learning initiatives such as training workshops - Community engagement initiatives such as regional events, partnerships, and fundraising

Objective 1: Strome Talent



Create the next generation of problem solvers in business, government, and non-profit organizations to catalyze social mobility and meet the talent needs of our region and beyond, emphasizing academic excellence and forward-thinking curricula, experiential and problem-based learning, and student success.

Program 1.1: Academic excellence and forward-thinking curricula

- Goal 1.1a: Through the AoL program, review and improve at least two programs annually.
- Goal 1.1b: Update the content of at least four courses annually.
- Goal 1.1c: Develop one new course each academic year.
- Goal 1.1d: Receive favorable student feedback on courses, co-curricular, and administrative services.
- Goal 1.1e: Receive favorable employers' feedback on student preparation.

Program 1.2: Experiential learning and problem-based learning

- Goal 1.2a: Increase year-over-year the number of student experiential learning initiatives.
- Goal 1.2b: Increase year-over-year the number of company-related / company-sponsored class projects.
- Goal 1.2c: Increase year-over-year the number of students participating in internships and externships.

Program 1.3: Student success

- Goal 1.3a: Increase year-over-year the student retention rate.
- Goal 1.3b: Increase year-over-year the student graduation rate.
- Goal 1.3c: Improve year-over-year the time to graduation rate.
- Goal 1.3d: Improve year-over-year the student job placement rate.



Objective 2: Strome Insights



Conduct rigorous research, disseminate findings, and serve as our region's business knowledge hub, revealing insights and best practices on pressing problems in business, government, non-profit organizations to catalyze economic vitality.

Program 2.1: Rigorous research

- Goal 2.1a: Increase year-over-year the number of accepted ABDC A-level articles.
- Goal 2.1b: Increase year-over-year the number of funded research projects and amount of funding received by the College of Business.
- Goal 2.1c: Increase year-over-year the number of faculty participating in college research training events.
- Goal 2.1d: Annually achieve one notable research award/recognition.

Program 2.2: Dissemination of findings

- Goal 2.2a: Increase year-over-year the number of conference presentations.
- Goal 2.2b: Have at least one research report per Center annually
- Goal 2.2c: Increase year over-year the number of press and web mentions.
- Goal 2.2d: Increase year-over-year the number of literary citations of faculty research.

Program 2.3: Knowledge hub activities

- Goal 2.3a: Hold at least one research seminar/conference/workshop per semester.
- Goal 2.3b: Host at least one guest lecturer from another university per semester.
- Goal 2.3c: Increase year-over-year the number of cases studies issues and books/textbooks published.
- Goal 2.3d: Increase year-over-year the number of organizations engaged in research projects with the College of Business.

Objective 3: Strome Impact



Engage with our community to stimulate continuous learning and catalyze opportunities for regional well-being.

Program 3.1: Continuous learning

- Goal 3.1a: Increase year-over-year the number of continuous education programs conducted.
- Goal 3.1b: Increase year-over-year the number of contracted courses/training workshops conducted.
- Goal 3.1c: Host at least one professional/trade meeting every semester.

Program 3.2: Community engagement

- Goal 3.2a: Increase year-over-year the number of participants at SCB events.
- Goal 3.2b: Receive favorable feedback from participants at SCB events.
- Goal 3.2c: Participate in one au gratis project for a local organization per semester.
- Goal 3.2d: Increase year-over-year the number of faculty and students participating in regional activities and events.
- Goal 3.2e: Increase year-over-year the number of students participating in start-up activities and/or engaged with small business startups.

Program 3.3: Partnerships

- Goal 3.3a: Restart the Strome Partners program and grow to sustain a minimum of five members annually.
- Goal 3.3b: Increase year-over-year the number of partnership initiatives connected with Strome College coursework and research projects.





Core Values

Integrity
Commitment to honesty and upholding of highest ethical standards.

Inclusivity
Commitment to the recognition of a diversity of people and their perspectives.

Curiosity
Commitment to cultivating an inquisitiveness for learning and sharing of knowledge.

Community
Commitment to serve the needs of our communities.



**STROME COLLEGE OF BUSINESS
OLD DOMINION UNIVERSITY**

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