Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	External Outreach & Impact	attend College of Business alumni/donor events (e.g., Annual Business Celebration, Basketball game)	**Faculty input**	No. events	Service/Institutional Service
Execution	External Outreach & Impact	provide job/internship connections to career center	**Faculty input**	count	Service/Institutional Service
Execution	External Outreach & Impact	teach in executive development programs	Exec ed	Hours/sessions	Teaching/ Exec/Prof Education
Execution	External Outreach & Impact	Attend External Engagement related workshop/training (e.g., fundraising, networking, executive education development, etc.)	**Faculty input**	No. events	Credentials/Professional Development
Execution	External Outreach & Impact	attend College of Business Advisory Board Meeting	Advancement	yes/no	Service/Institutional Service
Execution	External Outreach & Impact	Build connections or attend event to coordinate with other institutions (e.g., NVCC)	**Faculty input**	No. events	Service/Institutional Service
Execution	External Outreach & Impact	Serve in active role of significance or leadership position in a non-profit or community-based organization related to discipline/Mason	Faculty input	yes/no	Service/Community Service
Execution	External Outreach & Impact	Organize/deliver external talk in community about Mason and/or functional discipline (not research)	**Faculty input**	No. events	Service/Community Service
Execution	External Outreach & Impact	Attend other (non CCB) events to recruit students to Mason	**Faculty input**	No. events	Service/Institutional Service
Execution	External Outreach & Impact	active in community service related to business functional area	**Faculty input**	yes/no	Service/Community Service
Exploration	External Outreach & Impact	contribute a media quote or be interviewed on topic related to research or teaching	Marcomm	number	Service/Professional Service
Exploration	External Outreach & Impact	develop executive development program (not just teaching or new prep)	Exec ed	Sessions/Programs	Teaching/ Exec/Prof Education
Exploration	External Outreach & Impact	identify clients and sell executive development program/seats	Exec ed	number	Service/Institutional Service
Exploration	External Outreach & Impact	Lead or assist in initiatives that strengthen alumni/ business relations	**Faculty input**	No. Initiatives	Service/Institutional Service
Exploration	External Outreach & Impact	Lead or assist College in fundraising/Raised donations	Advancement	Level of engagement	Service/Institutional Service
Exploration	External Outreach & Impact	publish practitioner business book	**Faculty input**	count, impact	Research/Books, Monographs
Exploration	External Outreach & Impact	Serve as company director	**Faculty input**	number	Service/Professional Service
Exploration	External Outreach & Impact	Serve on industry advisory board	**Faculty input**	number	Service/Professional Service
Exploration	External Outreach & Impact	write online articles - linked in, blog, etc. (professional, business related)	**Faculty input**	times/month	Service/Professional Service
Exploration	External Outreach & Impact	write popular press or newspaper articles (professional, business related)	**Faculty input**	times/month	Service/Professional Service
Exploration	External Outreach & Impact	Host on Mason podcast	**Faculty input**	count	Service/Institutional Service
Exploration	External Outreach & Impact	Guest on Mason podcast	**Faculty input**	count	Service/Institutional Service
Exploration	External Outreach & Impact	write newspaper or non-PRJ editorial (professional, business related)	**Faculty input**	count	Service/Professional Service

Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	Institutional Engagement	Attend Fireside chat	Alumni Relations	number	Service - Institutional Service
Execution	Institutional Engagement	Attend Business Focused Spotlight Day: early spring	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Attend Graduate Admitted Student Reception (May/June) and/or Graduate Programs Holiday Party (December)	**Faculty Input**	no. of times	Service - Institutional Service
Execution	Institutional Engagement	Attend Graduate Program immersions for programs in which faculty member teaches (e.g., breakfasts, lunch) to talk to students, welcome them (August)	**Faculty Input**	no. of times	Service - Institutional Service
Execution	Institutional Engagement	Attend Honor's College "A Celebration": February	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Attend Mason Fall Premiere: October	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Attend Mason Spring Preview: April	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Attend MBA Student Association (MBASA) events (e.g., Happy Hours, Industry Summit)	**Faculty Input**	No. events	Service - Institutional Service
Execution	Institutional Engagement	Attend College of Business Open House: September or November	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Attend Welcome Fest	Area Chair	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Lead or help in accreditation efforts	**Faculty input**	yes/no	Service - Institutional Service
Execution	Institutional Engagement	organize speaker series/brown bags	Area Chair	no of speakers	Service - Institutional Service
Execution	Institutional Engagement	Seminar Series or Brown Bag Coordinator	Area Chair	no of speakers	Service - Institutional Service
Execution	Institutional Engagement	Participates in Area faculty meetings	Area Chair	no. of times	Service - Institutional Service
Execution	Institutional Engagement	Participates in College faculty meetings	Faculty secretary	number	Service - Institutional Service
Execution	Institutional Engagement	Participates in College Degree Celebration	UG office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Participates in College Award Ceremony (on graduation day)	**Faculty input**	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Participates in University Convocation/Graduation	**Faculty input**	no. of times	Service - Institutional Service
Execution	Institutional Engagement	Provide teaching or research assistance to College peers (e.g., cover class, read paper, etc.)	**Faculty input**	no. of times	Service - Institutional Service
Execution	Institutional Engagement	Serve as adjunct or course coordinator	Area Chair	Number of adjuncts and/or students	Service - Institutional Service
Execution	Institutional Engagement	Serve as engaged ad hoc committee chair or member for College	**Faculty Input**	number of committees, chair or not, level of engagement as assessed by chair	Service - Institutional Service
Execution	Institutional Engagement	Serve as engaged chair or member of College recruiting/hiring committee for an inclusive search	HR/ chair	number of committees, chair or not, level of engagement as assessed by chair	Service - Institutional Service
Execution	Institutional Engagement	Serve as engaged chair or member of University recruiting/hiring committee for an inclusive search	**Faculty input**	number of committees, chair or not, level of engagement as assessed by chair	Service - Institutional Service
Execution	Institutional Engagement	Serve as engaged committee chair or member for University	**Faculty input**	number of committees, chair or not	Service - Institutional Service
Execution	Institutional Engagement	Serve as engaged standing committee chair or member for College	**Faculty secretary list, Committee chair**	number of committees, chair or not, level of engagement as assessed by chair	Service - Institutional Service
Execution	Institutional Engagement	Serve as formal faculty mentor for faculty	Deans office	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Serve in leadership/marshal role in College Degree Celebration	UG office	yes/no	Service - Institutional Service
Exploration	Institutional Engagement	Participate in peer review of teaching	**Faculty input**	no. classes attended/no. facu	Service - Institutional Service
Exploration	Institutional Engagement	Represent Mason on external committee (e.g., AACSB, PRME)	**Faculty input**	number of committees	Service - Institutional Service
Exploration	Institutional Engagement	speak at Mason speaker series/brown bag	**Faculty input**	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Serves as marshal in University Convocation/Graduation	**Faculty input**	yes/no	Service - Institutional Service

Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	Institutional Engagement	Attend Graduate Program Open houses/ Information Sessions (different times throughout the year)	**Faculty input**	No. time	Service - Institutional Service
Execution	Institutional Engagement	Coordinate with Mason Korea faculty	**Faculty input**	yes/no	Service - Institutional Service
Execution	Institutional Engagement	Faculty Senate Representative	Dean's office	yes/no	Service - Institutional Service

Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	Professional Engagement	Engage in prof development or other workshop, including conference attendance (but not presenting)	**Faculty Input**	no of times	Credentials/Professional Development
Execution	Professional Engagement	maintain active prof certification or license	**Faculty Input**	yes/no	Credentials - Licensures / Certifications
Execution	Professional Engagement	Member of editorial board for PRJ on College list	**Faculty Input**	number	Service - Professional
Execution	Professional Engagement	Moderator, discussant or panelist at conference	**Faculty Input**	number	Service - Professional
Execution	Professional Engagement	Lead organization of a conference - practitioner or research	**Faculty Input**	audience, impact	Service - Professional
Execution	Professional Engagement	Help to organize a conference - practitioner or research	**Faculty Input**	audience, impact	Service - Professional
Execution	Professional Engagement	Organize session at a conference	**Faculty Input**	yes/no	Service - Professional
Execution	Professional Engagement	Participate actively in professional association (including committee work, officer positions, organizing consortium, etc.)	**Faculty Input**	number	Service - Professional
Execution	Professional Engagement	Perform reviews for PRJs on College list, grant proposals, or major conferences	**Faculty Input**	count	Service - Professional
Execution	Professional Engagement	Present at practitioner oriented conference/professional organization	**Faculty Input**	number	Service - Professional
Execution	Professional Engagement	Publish a book review, editorial or commentary in non-PRJ or newspaper	**Faculty Input**	number	Service - Professional
Execution	Professional Engagement	Serve as editor of PRJ special issue, book series, or conference proceedings	**Faculty Input**	count	Service - Professional
Execution	Professional Engagement	Serve as Editor or Associate Editor for PRJ on College list	**Faculty Input**	number of journals	Service - Professional
Execution	Professional Engagement	serve in active role of significance or leadership position related to discipline in a business	**Faculty Input**	No of roles	Experience/Employment
Execution	Professional Engagement	serve in active role of significance or leadership position in a non-profit or community-based organization related to discipline	**Faculty Input**	audience, impact	Service/Community Service
Exploration	Professional Engagement	create and maintain blog/website that is related to academic discipline/practice/industry	**Faculty Input**	No of sites	Service - Professional
Exploration	Professional Engagement	maintain /strengthen professional network though event attendance (other than conference, e.g., Chamber of Commerce)	**Faculty Input**	no. of events	Credentials/Professional Development
Execution	Professional Engagement	Attend/participate in organizations and events to promote diversity in faculty ranks	**Faculty Input**	no. of events	Service - Professional
Exploration	Professional Engagement	Host External to Mason podcast related to discipline/business	**Faculty Input**	audience, impact	Service - Professional
Exploration	Professional Engagement	Guest on External to Mason podcast related to discipline/business	**Faculty Input**	audience, impact	Service - Professional
Exploration	Professional Engagement	Receive Fulbright or similar award	**Faculty Input**	yes/no	Other/ Honors/Awards/Scholarships
Exploration	Professional Engagement	Participate in interdisciplinary research center	**Faculty Input**	yes/no	Service - Professional

Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	Student Development	Advise student organizations	**Faculty Input**	Count	Teaching/Teaching Activities
Execution	Student Development	attend workshop or training for pedagogical techniques, course content, etc. that enhances course	**Faculty Input**	no. of workshops	Credentials/Professional Development
Execution	Student Development	organize co-curricular activities that are brought back into classroom	**Faculty Input**	number of activities	Teaching/Teaching Activities
Execution	Student Development	Lead in designing and implementing new program curriculum or developing new course curriculum	**Faculty Input**	no. courses	Teaching/Teaching Activities
Execution	Student Development	Participate in designing and implementing new program curriculum or developing new course curriculum	**Faculty Input**	no. courses	Teaching/Teaching Activities
Execution	Student Development	produce teaching materials for area use (e.g. instructor manuals, study guides, etc.)	**Faculty Input**	Number of major items	Teaching/Teaching Activities
Execution	Student Development	Receive student recognition of teaching or career help such as favorite professor (Provost Scholar) or names a teacher who makes a difference	**Faculty Input**	count	Teaching/Teaching Activities
Execution	Student Development	Awarded Collegehool of Business Teaching Award	**Awards chair**	yes/no	Other/ Honors/Awards/Scholarships
Execution	Student Development	nominated for External or University teaching award	**Faculty Input**	yes/no	Other/ Honors/Awards/Scholarships
Execution	Student Development	Received external or University teaching award	**Faculty Input**	yes/no	Other/ Honors/Awards/Scholarships
Execution	Student Development	Serve on dissertation committee	**Faculty Input**	count	Teaching/Teaching Activities
Execution	Student Development	Student Evaluation of Teaching Scores	Dean's Office	score	Teaching/Teaching Schedule
Execution	Student Development	Write student recommendations	**Faculty Input**	count	Teaching/Teaching Activities
Exploration	Student Development	assessment of courses/programs (quality control, AOL)	**Faculty Input**	no. courses/programs	Teaching/Teaching Activities
Exploration	Student Development	AOL Review Committee member	**Faculty Input**	yes/no	Service/Institutional Service
Exploration	Student Development	Attend career services events (e.g., Professionals Quest)	Career Services	count	Teaching/Teaching Activities
Exploration	Student Development	Attend student-led event (not business College event)	**Faculty Input**	count	Teaching/Teaching Activities
Exploration	Student Development	Develop and implement new co-curricular events (not including international travel)	**Faculty Input**	count	Teaching/Teaching Activities
Exploration	Student Development	Develop Mason Impact or OSCAR (e.g., RS) course	UG office	no. courses	Teaching/Teaching Activities
Exploration	Student Development	Develop new certificate, multidisciplinary, or degree program and/or undertakes market research on programs and customers	**Faculty Input**	Count	Teaching/Teaching Activities
Exploration	Student Development	Facilitate undergraduate student research, not through classwork	**Faculty Input**	no. of students	Teaching/Teaching Activities
Exploration	Student Development	Mentor PhD students	**Faculty Input**	count	Teaching/Teaching Activities
Exploration	Student Development	Redevelop existing course curriculum including creating new assignments, projects, class activities	**Faculty Input**	no. courses	Teaching/Teaching Activities
Exploration	Student Development	Serve as official faculty mentor to students	UG office	no. of students	Teaching/Teaching Activities
Exploration	Student Development	Take students overseas (not global residencies)	UG/Grad office	no. of trips	Teaching/Teaching Activities
Exploration	Student Development	Use outside speakers in class	**Faculty Input**	count	Teaching/Teaching Activities
Exploration	Student Development	Use student feedback solicited during the semester and/or business feedback to improve student experience and learning	**Faculty Input**	no. courses	Teaching/Teaching Activities
Exploration	Student Development	Apply for Teaching related Grant	**Faculty Input**	yes/no	Teaching/Teaching Activities
Exploration	Student Development	Awarded Teaching related Grant	**Faculty Input**	Amount	Teaching/Teaching Activities

Exploration/ Execution	Category	Item	Data Source	Measure	Sedona Area/Subcategory
Execution	Knowledge Creation & Dissemination	Apply for competitive research/SOTL grant, fellowship or contract (internal to GMU)	**Faculty Input**	description/count	Research/Grants & Gifts
Execution	Knowledge Creation & Dissemination	Awarded competitive research/SOTL grant, fellowship or contract (internal to GMU)	**Faculty Input**	count	Research/Grants & Gifts
Execution	Knowledge Creation & Dissemination	Awarded College of Business Research Award	**Dean's Office**	yes/no	Other/ Honors/Awards/Scholarships
Execution	Knowledge Creation & Dissemination	Give research presentation (conference)	**Faculty Input**	yes/no	Research/ Conference Presentations
Execution	Knowledge Creation & Dissemination	Give research presentation (keynote, Ted, other university, etc.)	**Faculty Input**	number	Service - Professional
Execution	Knowledge Creation & Dissemination	nominated for external research award	**Faculty Input**	count	Other/ Honors/Awards/Scholarships
Execution	Knowledge Creation & Dissemination	Publish Book (scholarly or textbook)	**Faculty Input**	count	Research/Books, Monographs
Execution	Knowledge Creation & Dissemination	Publish in PRJ	**Faculty Input**	count, Journal list	Research/Articles in Journals
Execution	Knowledge Creation & Dissemination	Publish scholarly chapter	**Faculty Input**	count	Research/Chapters, Cases
Execution	Knowledge Creation & Dissemination	Publish non peer reviewed scholarly, government, or pedagogical articles	**Faculty Input**	count	Research/Other
Execution	Knowledge Creation & Dissemination	Received external/University research award	**Faculty Input**	count	Other/ Honors/Awards/Scholarships
Execution	Knowledge Creation & Dissemination	Submitted papers or R&Rs in PRJ	**Faculty Input**	count, Journal list	Research/Articles in Progress
Exploration	Knowledge Creation & Dissemination	Apply for competitive research/teaching grant, fellowship or contract from a foundation, for-profit or non-profit organization (external to GMU)	**Faculty Input**	count	Research/Grants & Gifts
Exploration	Knowledge Creation & Dissemination	Awarded competitive research/teaching grant, fellowship or contract from a foundation, for-profit or non-profit organization (external to GMU)	**Faculty Input, Dean's Office**	count, $	Research/Grants & Gifts
Exploration	Knowledge Creation & Dissemination	Publish teaching case	**Faculty Input**	number	Research/Chapters, Cases
Exploration	Knowledge Creation & Dissemination	Wrote blog posts (related to research)	**Faculty Input**	number of posts	Research/Other