At the Illinois State University College of Business, our purpose is to provide quality education, informed by scholarship, to a diverse group of students so that they become ethical businesspeople who positively impact society. Our focal areas of societal impact are improving the well-being of stakeholders, providing quality education, and promoting equity and empowerment for all. We pursue these impacts through innovation in curriculum, scholarship, and service.

**STRATEGY 1:** Promote personal and professional growth within the college

- Increase student awareness and participation in personal and professional opportunities such as internships, study abroad, RSOs and other college activities.
- Recognize stakeholder contributions via awards, competitive compensation, promotions.
- Explore new and evaluate existing programs for growth.

**TACTICS:**
- Maintain AACSB Accreditation
  - Faculty update Watermark Faculty Success (formerly known as Digital Measures) periodically as part of annual review.
  - Faculty assess and report the results for Assurance of Learning activities.
  - Faculty assess program through external benchmarking.

**STRATEGY 2:** Promote personal and professional growth beyond the college

- Support participation in programs leading to wellness (e.g., mindfulness, meditation classes, nutrition consultation).
- Provide and promote professional development and continued education opportunities.
- Promote value of social consciousness to stakeholders.
- Support student, faculty, staff, alumni involvement outside of the COB.

**TACTICS:**
- Support initiatives that encourage diversity
  - Support diversity of opinions (e.g., invite diverse guest speakers from the industry).
  - Provide funding to support initiatives (workshops, conferences, course development, or community services) that encourage diversity.
  - Increase focus on diversity, equity, and inclusion in classrooms.

**STRATEGY 3:** Promote environmental sustainability

- Evaluate ecological resources used in COB and suggest improvements.
- Support research that includes environmental sustainability.
- Develop, evaluate, and promote academic programs in sustainability.

**TACTICS:**
- Provide relevant business learning experiences
  - Provide relevant classroom experiences.
  - Provide relevant learning experiences beyond the classroom.

**VISION:**
To be the first choice for business education in Illinois and beyond.

**MISSION:**
Prepare students for success in a global business environment by providing excellent instruction and transformative learning opportunities within a diverse and innovative academic community that values excellence in teaching, research, and service.

**CORE VALUES:**
- DIVERSITY
- EQUITY
- INCLUSION
- BELONGINGNESS
- PROFESSIONALISM
- HONESTY
- RESPECT

**GOAL 1:**
Improve the well-being of our stakeholders

**GOAL 2:**
Offer a quality education to stakeholders

**GOAL 3:**
Promote equity and empowerment of all stakeholders