

STRATEGIC
PLAN

Purpose

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.

Vision

To be the first choice for business education in Illinois and beyond

Core Values

DIVERSITY
EQUITY
INCLUSION
BELONGINGNESS
PROFESSIONALISM
HONESTY
RESPECT

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.

GOAL 1

Improve the well-being of our stakeholders

GOAL 3

Promote equity and empowerment of all stakeholders

GOAL 2

Offer a quality education to stakeholders

STRATEGY 1:

Promote personal and professional growth within the college

Tactics:

- 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

STRATEGY 2:

Promote personal and professional growth beyond the college

Tactics:

- Support participation in programs leading to wellness (e.g., mindfulness, meditation classes, nutrition consultations)
- 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

STRATEGY 3:

Promote environmental sustainability

Tactics:

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

STRATEGY 1:

Maintain AACSB Accreditation

Tactics:

- 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:

Provide relevant business learning experiences

Tactics:

- Provide relevant classroom experiences
- Provide relevant learning experiences beyond the classroom

STRATEGY 1:

Support initiatives that encourage diversity

Tactics:

- 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 2:

Create an environment of equity and empowerment

Tactics:

- Increase scholarships available for diverse groups
- Increase efforts for diverse hiring of faculty and staff and diverse admittance of students.
- Empower community by meeting demands of non-traditional and next generation students

STRATEGY 3:

Support an environment of equity and empowerment

Tactics:

- Ensure that faculty and staff are suitably empowered.
- Create research/travel funds for each faculty member.
- Communicate equity and empowerment success with alumni and stakeholders