

MISSION, VISION, CORE VALUES, GOALS, STRATEGIES, AND TACTICS | 2018-2023

Our mission is who we are, who we serve, and why we exist. We strive to achieve our vision. Our core values are the foundation for determining our goals and strategies. Our tactics provide direction for implementing our strategies. We recognize an ever changing external environment and we will continue to monitor and assess the needs of our stakeholders in the future.

VISION:

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

MISSION:

Within Illinois State University's College of Business, through our shared commitment to excellence in learning, we prepare students to become skilled business professionals who think critically, behave ethically, and make significant contributions to organizations, communities, and our global society.

CORE VALUES:

- We value excellence in instruction and enhanced student learning through a holistic approach.
- We value a dedication to knowledge creation through scholarship, teaching and service.
- We value balanced excellence between teaching and research.
- We value a culture of diversity and inclusion.
- We value a commitment to civic engagement and social responsibility to our institution, state, nation, and global community.
- We value the efficient and effective use of our resources, recognizing the fiscal challenges in higher education.
- We value a culture of shared governance.
- We value responsibility, honesty, trust, respect, and fairness as embodied in our Standards of Professional Behavior and Ethical Standards.

GOAL ONE

Prepare students for success in a diverse and global environment by providing excellent instruction and a transformative learning experience for every student.

STRATEGIES

1. Maintain high expectations for excellence in student performance.

Tactics

- A. Increase standards of excellence for student performance as outlined in our department and college assessment plans.
- B. Increase education across the curriculum in ethics, social responsibility, and sustainability.
- C. Enhance the professionalism of our students.
- D. Continue to provide an integrated and responsive curriculum with cutting edge knowledge by using outside sources (AACSB, PRiME, COB Advisory Board, etc.).
- E. Monitor online education outcomes including quality of classes, quantity of classes, etc.

2. Develop a supportive, individualized, and transformative educational experience in and out of the classroom.

Tactics

- A. Provide the opportunity for a transformative learning experience for every student (e.g. study abroad, internships, client projects, service learning projects, entrepreneurship opportunities, etc.)
- B. Continue to offer class sizes of 30 or less in upper level courses.
- C. Optimize course offerings (COB core and required major classes) to support timely graduation.

- D. Continue to offer co-curricular opportunities (RSOs, guest speakers, civic engagement projects, etc.)
- E. Build a strong sense of community, engagement, and satisfaction among students.
- F. Increase internships and other experiential learning opportunities with high academic quality and rigor.
- G. Provide and monitor opportunities for students to pursue professional certifications.
- H. Monitor the number and success of students seeking and obtaining professional designations.
- I. Increase the number of advisers based on AACSB recommendations.
- J. Create new, distinctive and innovative classes and programs to meet the needs of stakeholders.
- K. Support professionalism and career development for students.

3. *Strengthen graduate programs in the College of Business.*

Tactics

- A. Build an MBA program with specialized tracks that differentiates itself from competitors.
- B. Support opportunities for students to pursue graduate degrees.
- C. Investigate new opportunities for MBA and other graduate education in the College of Business.
- D. Pursue methods to encourage faculty to teach at the graduate level.

GOAL TWO

Create a workplace that encourages and rewards excellence among faculty and staff.

STRATEGIES

1. *Employ an excellent faculty and staff who meet the needs of COB stakeholders.*

Tactics

- A. Recruit and retain high quality and diverse faculty and staff.
- B. Provide adequate Graduate Assistant support to faculty.

2. *Support research including contributions to practice, pedagogy, and interdisciplinary areas.*

Tactics

- A. Continue to provide monetary support for research by finding new funding sources.
- B. Reward research through awards and recognition.
- C. Partner with organizations to conduct research that is beneficial to the faculty member, the College, and the organization.
- D. Provide development opportunities to build faculty expertise.

3. *Support teaching excellence.*

Tactics

- A. Continue to provide monetary support for teaching by finding new funding sources.
- B. Reward teaching through awards and recognition.
- C. Partner with organizations to provide opportunities such as client projects, service learning projects, guest speakers, etc.
- D. Provide development opportunities to build faculty expertise.

4. *Provide leading edge facilities, technology, and technology services and support for students, faculty, and staff.*

Tactics

- A. Maintain a building that provides a professional business setting.
- B. Increase capabilities of students, faculty, and staff by ensuring evolving technologies are available to COB stakeholders.
- C. Prioritize reinvestment in technology infrastructure and services.

5. *Reward excellent service through visible and meaningful awards.*

Tactics

- A. Provide opportunities for public recognition and awards to faculty, civil service and AP staff.
- B. Seek funding for monetary awards
- C. Continue to look for venues to reward excellent service
- D. Seek opportunities and activities that make all COB employees feel valued and appreciated

GOAL THREE

Create an engaging and committed culture of diversity and inclusion across multiple dimensions

STRATEGIES

1. *Provide opportunities that facilitate social and professional development within the college.*

Tactics

- A. Provide opportunities for faculty and staff development and engagement through participation in seminars, and workshops.
- B. Increase opportunities for hearing and interacting with speakers invited to campus.
- C. Increase welcoming and celebratory events for students, faculty, staff and other selected constituents.

2. *Maintain a student body consisting of diverse, individuals with high standards and high expectations.*

Tactics

- A. Recruit and retain a diverse group of high-quality students.
- B. Increase recruitment efforts targeting high achieving students, underrepresented students, students with financial need, and transfer students.
- C. Develop programming to engage a wide spectrum of the COB student body.
- D. Grow and enhance international opportunities for students and faculty.

GOAL FOUR

Promote and communicate our brand including COB successes and our vision of excellence and national recognition.

STRATEGIES

1. *Support and reward faculty, staff and students in striving to develop nationally recognized expertise.*

Tactics

- A. Encourage and reward leadership in professional organizations.
- B. Support activities related to intellectual contributions such as publication in quality journals, textbooks, conference presentations, etc.
- C. Increase private and federal grant research activity.
- D. Prioritize funding and encouragement for faculty professional development opportunities.

2. *Maintain AACSB International accreditation for business and accounting.*

Tactics

- A. Develop and maintain a faculty-centered assurance of learning program.
- B. Develop and monitor faculty professional qualifications.
- C. Develop and monitor quality and impact measures.
- D. Maintain and ensure effective strategic management procedures.
- E. Monitor engagement, innovation, and impact.

3. *Continue developing an effective marketing communications strategy.*

Tactics

- A. Increase communication inside and outside the college.
- B. Create and follow a marketing and media relations plan which includes a social media strategy.
- C. Create an appropriate brand for the COB within the ISU brand.

4. *Encourage national and international recognition of the COB brand.*

Tactics

- A. Seek out opportunities for national rankings and recognitions for all degree programs.
- B. Promote our centers and institutes to enhance the reputation of COB.
- C. Obtain recognition for excellence through rankings and other third party information sources.
- D. Obtain recognition for excellence through AACSB accreditation.
- E. Promote and recognize professional activities (consulting, board service, etc.).

GOAL FIVE

Create and strengthen partnerships with alumni and business organizations.

STRATEGIES

1. *Continue existing and create new programs that strengthen partnerships.*

Tactics

- A. Create and support centers and institutes central to our mission.
- B. Develop and maintain appropriate initiatives and partnerships.

2. *Maintain existing and create new relationships with businesses and organizations that partner with the COB and hire our graduates.*

Tactics

- A. Increase opportunities for business partners to meet and interact with students.
- B. Increase number of business partners who seek to interview and hire our students.
- C. Increase student awareness of career options and the soft skills needed to succeed in a career.

3. *Increase private financial support.*

Tactics

- A. Increase private giving for College priorities: scholarships, attracting and retaining faculty, databases, research, faculty development, and student development.
- B. Increase the number of endowed professorships and faculty scholars.
- C. Grow the COB “excellence fund” to provide support for programming central to the mission of the College of Business.

4. *Maintain an active and vibrant COB Alumni network.*

Tactics

- A. Use social media outlets to support the COB Alumni Network.
- B. Support opportunities for alumni to reconnect and become involved the life of the College.
- C. Continue to refine and publish News & Views