COLLEGE OF BUSINESS

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.

**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