



# COLLEGE OF BUSINESS

## *Illinois State University*

### **Mission, Vision, Core Values, Strategic Goals and Action Steps**

Approved by the Coordinating Team, April 22, 2011

**Mission:** Through our shared commitment to excellence in teaching, research, and service, we prepare students to be skilled and ethical business professionals who will make significant positive contributions to organizations, to communities, and to our larger society.

**Vision:** The first choice for business education in Illinois

#### **Core Values:**

- We value excellence in instruction and enhanced student learning. The College of Business supports the Illinois State University tradition of excellence in teaching. We attempt to provide a holistic approach to learning, relying on excellent classroom teaching but reaching beyond to provide mechanisms for students to engage faculty, industry and each other through experiential learning and individualized attention.
- We value a dedication to knowledge creation. Intellectual contributions and the intellectual discipline required of high quality scholarship are directly related to excellence in the classroom and in our service activities. Most of the efforts of the faculty will fall in the area of discipline-based scholarship as currently defined, but we also value intellectual contributions in the areas of interdisciplinary research, learning and pedagogy, and contributions to practice.
- We value a commitment to citizenship in and service to our institution, state, and nation. Our commitment to a dynamic global business environment demands that we take an active role, both as individuals and as a college of business, in the institutional and public processes related to our disciplines.
- We value a culture of shared governance. We operate in an environment of shared governance and we commit ourselves to an active role in campus shared governance processes.
- We value balanced excellence in the classroom, in research and intellectual contributions, and in service to our institution, our disciplines, and to the local, state, national and international communities.
- We value high ethical standards, as embodied in our Standards of Professional Behavior and Ethical Standards. As a community of scholars and business professionals, we strive to embody the characteristics of responsibility, honesty, trust, respect, and fairness in our professional and personal lives.

#### **Linking the Mission, Vision, Core Values, Strategic Goals and Action Steps**

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 strategic goals. Our action steps are measurable and help track progress toward our strategic goals.

**Strategic Goals and Action steps**

**Dates**

Mission, Vision, Core Values, Strategic Goals, and Action Steps

	2011	2012	2013	2014
<b>1. Prepare students to become skilled business professionals who can contribute positively to organizations and society</b>				
1.1. High standards and expectations for student academic performance and professional conduct				
1.1.1.Heighten standards of excellence for student performance and ethical conduct. (EI, G1&2)	Yellow	—	—	—
1.1.2.Heighten rigorous academic expectations for business students. (EI, G1, S5&6)	Yellow	—	—	—
1.1.3.Build awareness and knowledge of ethical issues and standards of professional behavior and ethical conduct. (EI, G1, S5)	Yellow	—	—	—
1.2. A supportive and individualized educational experience. (EI, G 1, 2 &3)				
1.2.1.Strive for optimal (small) class sizes for core classes, major classes, and elective classes (EI, G1, S1&5, G2)	Yellow	—	—	—
1.2.2.Optimize and enhance summer session course offerings to support timely graduation. (EI, G1, S1-5)	Red	—	—	—
1.2.3.Build a strong sense of community among students, faculty, staff, and alumni. (EI, G3, S1-5);	Yellow	—	—	—
1.2.4.Increase the sense of satisfaction and pride among students, faculty, staff, and alumni.	Yellow	—	—	—
1.3. An integrated and responsive curriculum. (IE, G1&2)				
1.3.1.Maintain a mature assurance of learning process that continually addresses curricular needs and builds quality. (EI:G1,S1)	Yellow	—	—	—
1.3.2.Integrate PRME (UN Principles of Responsible Management Education) into the curriculum. (EI:G1,S5&6;G2,S5)	Yellow	—	—	—
1.3.3.Grow and enhance international opportunities for students and faculty. (EI, G1, S1)	Yellow	—	—	—
1.3.4.Increase the quantity and quality of student internships while maintaining academic quality and rigor. (EI, G1, S1)	Yellow	—	—	—
1.3.5.Sharpen life-long learning skills and integrate them into the curriculum and programs.	Yellow	—	—	—
1.3.6.Build and strengthen graduate programs, including the MBA, CMBA, BS/MPA, and MSA.	Yellow	—	—	—
1.3.7.Explore and assess opportunities for new undergraduate and graduate program offerings.	Yellow	—	—	—
1.4. Students prepared for professional certifications and graduate programs.				
1.4.1.Increase the number of students pursuing professional and other graduate degrees. (EI, G1, S5)	Red	—	—	—
1.4.2.Increase the number of students obtaining professional designations. (EI, G1, S5)	Red	—	—	—
<b>2. Build a community of excellent scholars, teachers, and support staff</b>				
2.1. Excellent faculty and staff who meet the needs of COB stakeholders. (EI, G1&2)				
2.1.1.Recruit and retain high quality and diverse faculty and staff. (EI, G2, S1)	Yellow	—	—	—
2.1.2.Provide high quality Graduate Assistant research support to faculty. (EI, G2, S1, 2&4)	Yellow	—	—	—
2.2. A student body consisting of diverse, motivated individuals with high standards and high expectations. (EI, G1, S1-6)				
2.2.1.Recruit and retain a diverse group of high-quality students.	Yellow	—	—	—
2.2.2.Increase recruitment efforts targeted to high achieving high school seniors and potential transfer students.	Yellow	—	—	—
2.3. State-of-the-art facilities, technology, and technology support for students, faculty, and staff. (EI, G1,2 &5)				
2.3.1.Maintain a building that is modern and provides a professional business setting.	Green	—	—	—
2.3.2.Increase knowledge and appreciation by students, faculty, and staff of evolving technology. (EI, G1, S1&5; G2, S3)	Yellow	—	—	—
2.3.3.Increase connectivity and technology support for students, faculty, and staff. (EI, G2, S3)	Yellow	—	—	—
2.4. Professional and social opportunities that facilitate self-discovery and professional development.				
2.4.1.Increase participation in professional conferences, seminars, and workshops.	Yellow	—	—	—
2.4.2.Increase opportunities for hearing and interacting with speakers invited to campus.	Yellow	—	—	—
2.4.3.Increase welcoming and celebratory events for students, faculty, staff and other selected constituents.	Yellow	—	—	—

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	2011	2012	2013	2014
<b>3. Promote and communicate our successes and our vision of excellence and national recognition</b>				
3.1. A faculty with nationally recognized expertise. (EI, G2)				
3.1.1. Increase leadership roles in national organizations (and journals) in professional organizations. (EI, G2, S1,4,5&6)	Yellow	—	—	—
3.1.2. Increase private and federal grant research activity. (EI, G2, S4)	Red	—	—	—
3.1.3. Increase funding and encouragement for faculty professional development opportunities. (EI:G2,S2,4&5)	Yellow	—	—	—
3.2. Maintenance of AACSB International accreditation for business and accounting. (EI:G1, 2&3)				
3.2.1. Monitor and close the loop on all assessment plans for all programs.	Yellow	—	—	—
3.2.2. Monitor and achieve standards for Academic Qualification (AQ) and Professional Qualification (PQ).	Green	—	—	—
3.2.3. Finalize revisions to the mission, vision, and strategic plan.	Yellow	—	—	—
3.3. An effective marketing communications strategy. (EI:G3&4)				
3.3.1. Create an infrastructure to assure visual, language and message continuity.	Yellow	—	—	—
3.3.2. Create and follow a marketing and media relations plan which included a social media strategy.	Yellow	—	—	—
3.3.3. Create an appropriate sub-brand for the COB within the ISU brand.	Green	—	—	—
3.4. National and international recognition of the COB.				
3.4.1. Seek out opportunities for national rankings and recognitions for all degree programs.	Yellow	—	—	—
3.4.2. Obtain recognition for excellence through rankings and other third party information sources.	Yellow	—	—	—
<b>4. Create and strengthen partnerships with alumni and business organizations</b>				
4.1. Programs that strengthen partnerships. (EI:G1-4)				
4.1.1. Create and support appropriate centers and institutes.	Yellow	—	—	—
4.1.2. Develop and maintain appropriate initiatives and partnerships.	Yellow	—	—	—
4.2. Businesses and organizations that partner with COB and hire graduates.				
4.2.1. Increase opportunities for business partners to meet and interact with students.	Yellow	—	—	—
4.2.2. Increase number of business partners who seek to interview and hire our students.	Yellow	—	—	—
4.2.3. Increase student awareness of career options and the soft skills needed to succeed in a career.	Yellow	—	—	—
4.3. Private financial support.				
4.3.1. Increase private giving for: scholarships, databases, research, professional development, and general support.	Yellow	—	—	—
4.3.2. Increase the number endowed professorships and endowed chairs funded through private giving.	Yellow	—	—	—
4.3.3. Grow the COB endowment to \$25 million.	Yellow	—	—	—
4.4. An active and vibrant COB Alumni Network.				
4.4.1. Increase membership and participation in LinkedIn and other social media outlets.	Yellow	—	—	—
4.4.2. Increase opportunities for alumni to reconnect and become involved the life of the college.	Yellow	—	—	—
4.4.3. Create an active alumni network involved in career networking and providing mutually supportive opportunities.	Yellow	—	—	—