

**Collins College of Business**  
**2018 – 2020 Strategic Plan**  
**Approved by the Faculty May 10, 2018**

**Vision**

- To be an internationally respected business college known for excellence in education and research.

**Mission**

- Through creating and disseminating knowledge, we educate, mentor, and prepare students for successful careers as professionals and leaders.

**Slogan:** Empowering the next generation of business leaders.

OUR ROLES

**Empower:** Instill a desire for life-long learning and achievement.

**Engage:** Encourage meaningful interaction among all stakeholders.

**Educate:** Deliver challenging and relevant learning opportunities.

**Explore:** Foster intellectual curiosity among faculty and students.

OUR STAKEHOLDERS

The Collins College of Business pursues its goals by working collaboratively with its various stakeholders. This reflects the reality that the Collins College of Business influences, and is influenced by, both internal and external stakeholder groups, including:

- Students and their families
- Faculty
- Staff and Administration
- Alumni
- Community (includes current and potential employers, for- and not-for-profit organizations, professional societies, and the academic business community)

These stakeholder groups are interdependent and each contributes to the success of the Collins College of Business through diversity of perspective and thought.

## **Core Strategic Themes: Guidelines for Role Success**

### **Empower:**

- Encourage and reward professional development of students, staff, and faculty.
- Promote and integrate ethical decision-making and shared governance into all activities of the CCB.

### **Engage:**

- Encourage active participation by faculty, staff, and students with external stakeholders.
- Provide and support opportunities for students to engage in extracurricular projects, experiences, and organizations.
- Actively promote success stories and pockets of strength.
- Develop opportunities for active engagement with external stakeholders.

### **Educate:**

- Continually improve instruction.
- Incorporate principles of leadership, ethical behavior, and creative mindsets into all courses.
- Develop students into self-guided learners.
- Involve external stakeholders in education.

### **Explore:**

- Support and promote quality faculty research.
- Encourage cross-disciplinary research.
- Create and encourage student involvement in research projects.