

STRATEGIC PLAN

2023-2028



COLLEGE OF
BUSINESS

ACCOUNTING &
FINANCE

BUSINESS DEAN
ECONOMICS

MANAGEMENT &
MARKETING

MBA PROGRAM
PETER M. & PAULA
GREEN JOHNSON
STUDENT SUCCESS
CENTER



UW

College of
Business

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MISSION



College of
Business

We commit to the success of our students, the impact of our scholarship, and the economic vitality of Wyoming and beyond.

VISION

Combining cutting-edge business knowledge with the trailblazing ethos of the Mountain West.

VALUES

We value:

- The character of the individual.
- The integrity of the handshake.
- Service to our communities.
- Stewardship of resources committed to our care.
- Diversity of ideas and people.

GOALS:

- 1 Ensure effective student learning and outcomes by strengthening the core business disciplines and leveraging research expertise.
- 2 Create knowledge with global reach.
- 3 Demonstrate our clear impact in Wyoming and the Mountain West.
- 4 Foster an environment where everyone feels valued and respected.
- 5 Model strong financial leadership and effective operations.



GOAL 1

Ensure effective student learning and outcomes by strengthening the core business disciplines and leveraging research expertise.

Strategies	Commitments
<div>1</div> <p>Strengthen our core programs, invest in areas of distinction, and ensure strong student-faculty connections and clear success pathways.</p>	<ul style="list-style-type: none">Engage students with active researchers and committed educators inside and outside the classroom.Maintain favorable student/faculty ratios.Focus on core competencies in academic disciplines.Ensure our students can complete their degrees on time guided by transparent plans of study, optimized curricula, and prudent allocation of resources.Establish clear articulation and transfer pathways for community colleges.
<div>2</div> <p>Integrate our curricula and programs with industry expertise.</p>	<ul style="list-style-type: none">Review and update curricula to reflect current industry needs and employer expectations; map learning objectives; identify best-fit courses for experiential learning opportunities.Engage students with industry professionals and corporate partners to enhance student learning and success.Integrate guest speakers and industry experts into courses and programs.Identify and encourage experiential learning opportunities and expand internships in each major.Engage corporate partners and the College of Business Advisory Board (COBAB) for curricular insight into current business and organizational challenges.

GOAL 1

Strategies	Commitments
<div>3</div> <p>Integrate skill building across our curricula.</p>	<ul style="list-style-type: none">Increase students' access to corporate partners and government agencies.Focus course content on problem-solving and critical thinking.Align learning outcomes with skill sets needed in the marketplace.Develop students' communication skills across all modes (verbal, written, virtual).Integrate technology into course content so students can quickly adapt to the rapidly changing technology environment in organizations and society.
<div>4</div> <p>Instill a culture of innovation throughout our programs.</p>	<ul style="list-style-type: none">Utilize the success of our MBA program as a vehicle to drive experimentation and change throughout our curriculum.Establish a robust system of continuous improvement throughout the college.Enhance instructional efficacy, including in online spaces, by integrating classroom and online teaching in effective ways (e.g., requiring online instructional training; developing teaching improvement protocols for below average teaching).Provide teaching workshops for all instructors on an as needed basis to address identified issues for in-person and online instruction.





Create knowledge with global reach. GOAL 2

Strategies	Commitments
<div>1</div> <p>Instill a research culture that increases faculty impact on theory, practice, and policy.</p>	<ul style="list-style-type: none">• Promote the value of research through its connection with innovation, problem-solving, and creativity.• Promote rigorous research by incentivizing and recognizing high impact, high quality outputs.• Communicate research findings to our internal research community (e.g., undergraduates, graduates, faculty).• Incentivize and facilitate interdisciplinary opportunities, which will advance the University's research aspirations.
<div>2</div> <p>Attract, retain, and reward high quality, diverse scholars.</p>	<ul style="list-style-type: none">• Support individual and collaborative research within the College.• Attract and educate high quality doctoral students who are successful in their disciplines.• Maintain and enhance resources for support of faculty.• Ensure sufficient faculty time, attention, and collaboration for high quality research by supporting additional tenure and non-tenure track faculty in core areas.
<div>3</div> <p>Disseminate research insights to professional and academic communities.</p>	<ul style="list-style-type: none">• Create accessible options for viewing or sharing faculty research through distribution of abstracts, creation of podcasts, and use of web-based resources.• Host community forums and podcasts.• Utilize the expertise of the College of Business marketing staff to promote and share faculty research.



Demonstrate our clear impact in Wyoming and the Mountain West.

Strategies	Commitments
<div>1</div> <p>Meet Wyoming's economic development needs.</p>	<ul style="list-style-type: none">• Focus on research topics of interest to the state of Wyoming and beyond.• Support programs with clear outreach objectives, such as the Center for Business and Economic Analysis, Low Income Taxpayer Clinic, Center for Professional Selling, and the Center for Principle-Based Leadership and Ethics.• Build relationships between Wyoming's governmental entities and researchers.• Improve communication with Wyoming community colleges to ensure our programs are relevant to their needs.
<div>2</div> <p>Use the outcomes from the integration of our curriculum and programs with industry experience to demonstrate our impact.</p>	<ul style="list-style-type: none">• Increase experiential learning (internship opportunities, competitions, projects, student organizations) to encourage students to stay in the state.• Foster entrepreneurship through Ellbogen \$50K Competition, Venture MBA, and student organizations.• Foster relationships with Wyoming-based companies to encourage student placement in Wyoming after graduation.• Increase our presence within K-12 schools through DECA, FBLA, and faculty invitations.
<div>3</div> <p>Make effective use of our strong employer base to communicate our impact on Wyoming and the Mountain West.</p>	<ul style="list-style-type: none">• Initiate a workforce development team to maintain our current employer outreach, identify new potential employers, foster economic diversification to spur innovation, and tailor continuing education offerings to meet employer needs.• Increase and amplify marketing and communications "stories" about successful student job placements and alumni success stories.

GOAL 4

Foster an environment where everyone feels valued and respected.

Strategies	Commitments
<div>1</div> <div>Promote a leadership culture characterized by efficacy, transparency, and collaboration.</div>	<ul style="list-style-type: none">Utilize inclusive leadership.Adopt a service orientation with how we interact with internal and external stakeholders.Promote cooperation and knowledge transfer between departments.
<div>2</div> <div>Build an effective, collaborative organizational culture.</div>	<ul style="list-style-type: none">Focus on improving morale and support for our team.Hold all-college meetings at least once a semester and expand routine internal communications.Embrace and celebrate the individuality of our colleagues.Hold ourselves to the highest standards of civility and integrity.Support mentorship and collaboration opportunities across units to improve communication and collegiality.Embrace candid feedback and encourage a culture of accountability.Ensure everyone has an opportunity to voice their opinion.Build relationships between staff and faculty through all-college activities.



Strategies	Commitments
<div>3</div> <div>Foster a welcoming and engaging environment where people enjoy coming to work and feel valued within the College.</div>	<ul style="list-style-type: none">Infuse a wide variety of perspectives into our programs, curriculum, and our guest speaker engagements.Promote access to our curriculum throughout the state through online offerings.Establish systematic communication lines to allow students to provide feedback (student town halls, support spaces online or in person, and feedback opportunities).Foster a sense of collegiality within the college by creating a welcoming environment for all.
<div>4</div> <div>Recruit, retain, and nurture the professional development of staff and faculty within the College.</div>	<ul style="list-style-type: none">Remain competitive in compensation, flexibility, and quality of work environment.Support professional development and personal growth.Develop pathways for promotion and professional development.



GOAL 5

GOAL 5

Model strong financial leadership and effective operations.

Strategies	Commitments
<div>1</div> <p>Be entrepreneurial with revenue generating programs and ensure effective stewardship of College resources.</p>	<ul style="list-style-type: none">• <i>Develop new, mission-driven revenue streams (e.g. MBA, Executive education programs, Certificates etc.).</i>• <i>Identify, recruit, and retain new student populations, such as working professionals, international, and nontraditional students.</i>• <i>Focus on our strengths and prioritize programs fundamental to the success of the College of Business.</i>• <i>Create strategic initiative funds to ensure support for strategic goals.</i>• <i>Maintain and grow current staffing allocations from the state.</i>• <i>Create multi-year course offerings plans to allow for longer-term planning.</i>• <i>Steward scholarship funds and ensure full distribution of earnings.</i>• <i>Employ a centralized college staffing model.</i>• <i>Reduce/eliminate course and degree offerings peripheral to the mission of the college, are not of the highest quality, or which rely on a small number of faculty.</i>

Strategies	Commitments
<div>2</div> <p>Build systematic, inclusive decision-making practices and shared governance.</p>	<ul style="list-style-type: none">• <i>Gather information, knowledge and feedback from key College of Business stakeholders including faculty, staff, alumni-and demonstrate strong shared governance by closing the loop on how that feedback impacts decisions.</i>• <i>Establish processes and programs allowing for proactive budgeting, predictability, and multi-year decision-making.</i>• <i>Identify efficiencies in staffing to improve communication, broaden roles to allow for greater flexibility, and empower people.</i>• <i>Develop statewide listening sessions to engage outside stakeholders utilizing COBAB and staff members.</i>• <i>Create policy for consistent and transparent use of revenues from entrepreneurial activities.</i>
<div>3</div> <p>Play an active role at the university-level by modeling best practices within the College.</p>	<ul style="list-style-type: none">• <i>Hold ourselves to high standards of research, teaching, service, engagement, and collegiality.</i>• <i>Provide documentation and guidelines for the dean to work with other interested deans to push for administrative changes to enable efficiencies within their units and colleges.</i>• <i>Where and when appropriate, bring our business knowledge to help the university streamline and improve central processes.</i>



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