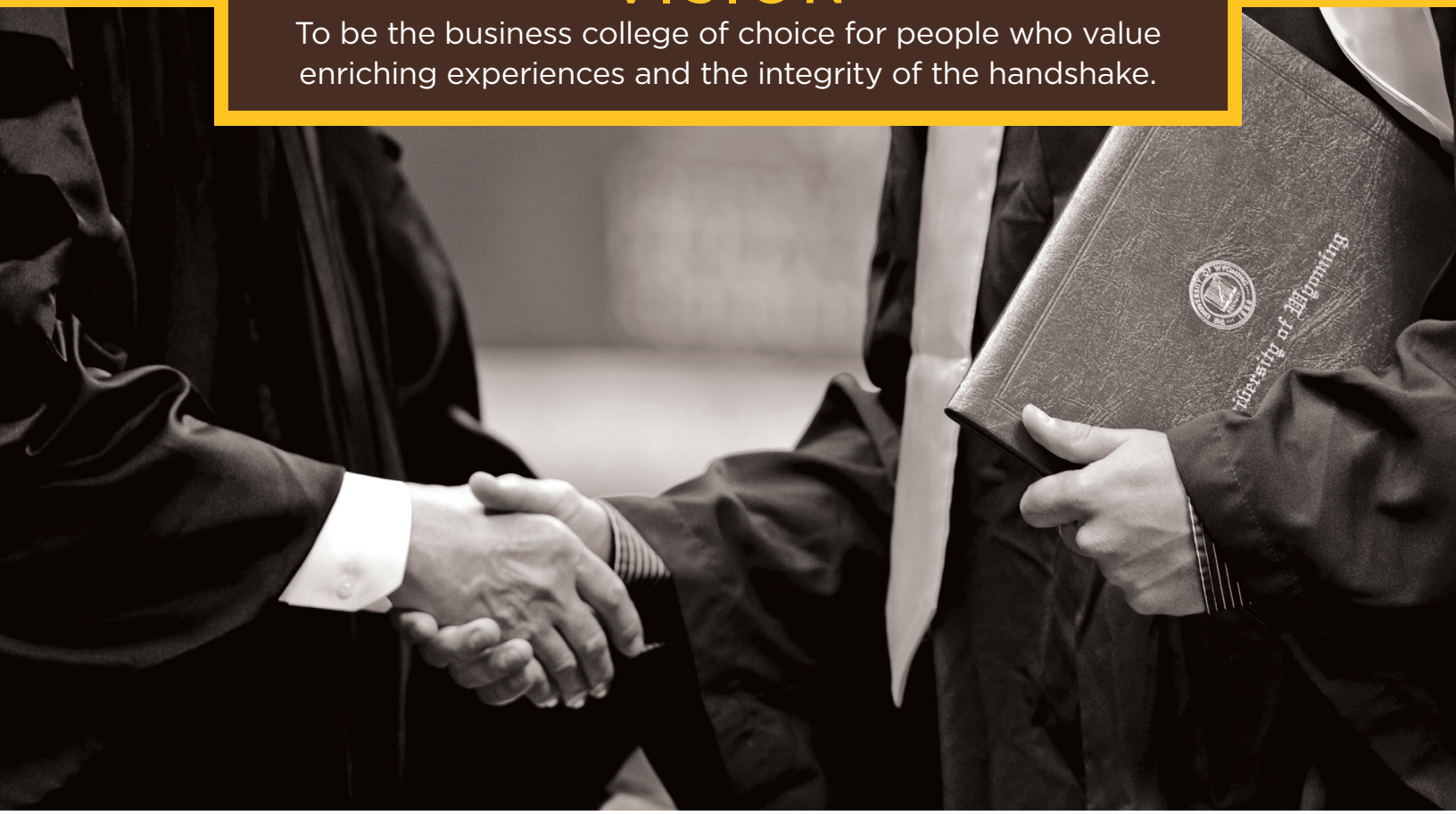
UW COLLEGE OF BUSINESS

STRATEGIC PLAN

(2019-2022)

VISION

To be the business college of choice for people who value enriching experiences and the integrity of the handshake.



MISSION

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

VALUES

Character of the Individual. We embrace the spirit of hard work, respect and diversity of ideas and all people, ethical behavior, and an entrepreneurial mindset.

Service to Our Communities. We commit to serving the educational, scholarly, and industry partners who support us.

Stewardship of Resources. We hold ourselves accountable for the human, fiscal, and environmental resources entrusted to us.

GOALS

GOAL 1: DELIVER A HIGHLY VALUED STUDENT EXPERIENCE

Provide a quality business education aligned with the needs of the marketplace, enhanced by personalized experiences inside and outside of the classroom.

- Prioritize students' success above all else
- Create an inclusive environment for learning and professional development
- Provide opportunities for engagement beyond the classroom
- Involve every business student in hands-on learning experiences
- Offer holistic services to advance students' academic and professional lives

GOAL 2: ADVANCE WORLD-CLASS RESEARCH

Foster a research culture that sparks new ideas and addresses real-world challenges, to further understanding and provide insights that make an impact.

- Attract and retain world-class faculty
- Reward and support impactful, high-quality scholarship
- Encourage meaningful, scholarship-based involvement with academic disciplines and relevant stakeholders
- Offer rigorous, yet personal graduate research programs
- Engage students in research and scholarly activities

GOAL 3: SERVE THE STATE THROUGH OUTREACH AND ENGAGEMENT

Strengthen value-added relationships with government, industry and community stakeholders.

- Develop a strategic approach to establishing new and deepening current relationships with key partners
- Support Wyoming's economic development by providing high-value business education and world-class research relevant to the state
- Collaborate with educational and community partners to further business and economic education throughout the state

GOAL 4: GROW THE QUALITY AND REACH OF ONLINE OFFERINGS

Reimagine online business programs to better serve our students, the state and beyond.

- Adopt quality standards for course development and program delivery
- Ensure industry standards are followed for all student services and support
- Provide faculty and staff development regarding best practices in online education
- Identify and work with strategic partners to refine and scale degree offerings

GOAL 5: EXPAND GLOBAL CONNECTIONS

Further cultural competence through international experiences and global engagement.

- Instill a global mindset amongst faculty, staff and students
- Create lasting global partnerships and infrastructure that enable globalization of the college
- Facilitate and increase international opportunities and expertise
- Recruit and engage outstanding international students and scholars