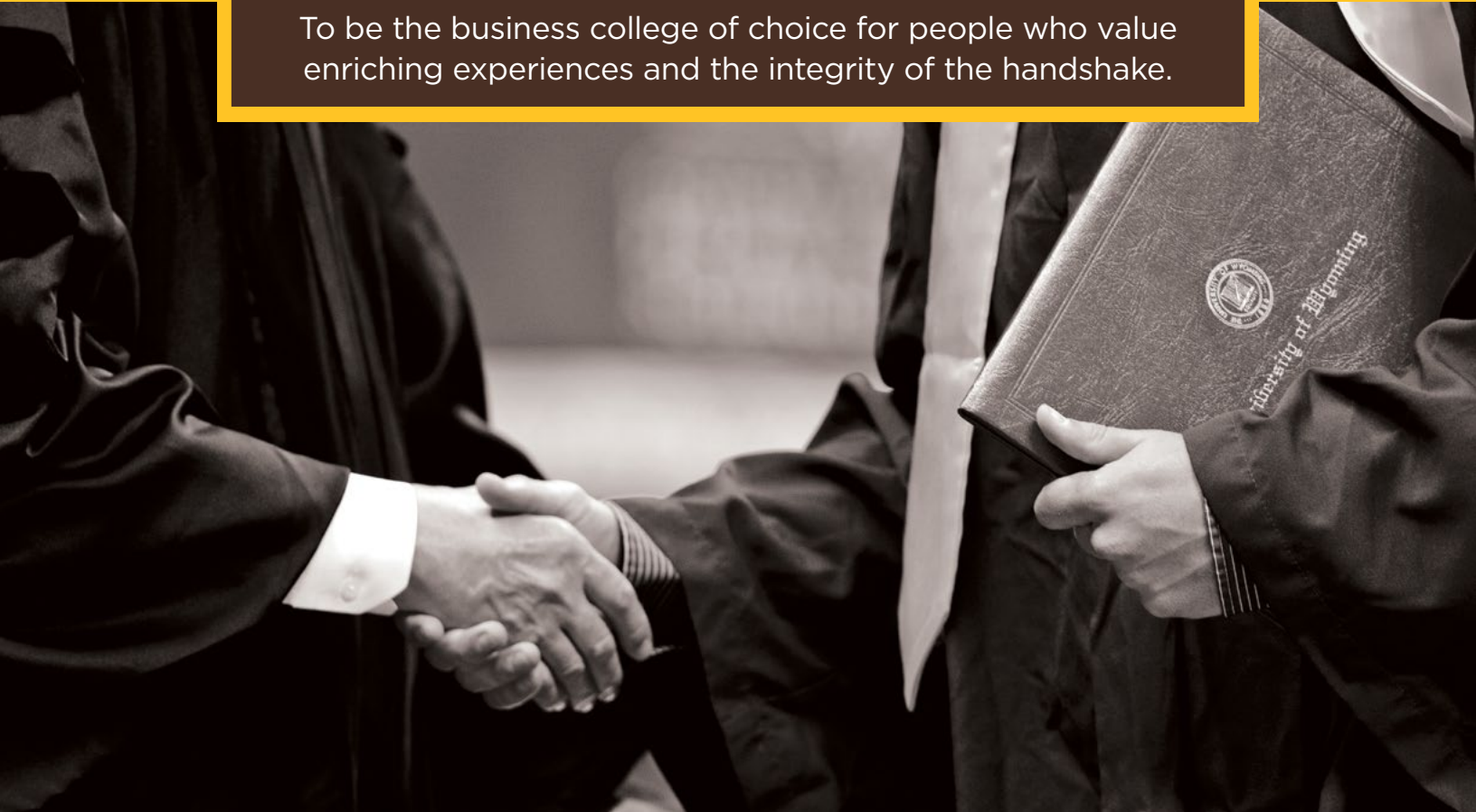


# UW COLLEGE OF BUSINESS STRATEGIC PLAN

(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: 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

## GOAL 5: 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

