

Iowa State University

College of Business

Strategic Plan 2015–2020

Mission

Further Iowa State University's land-grant ideals by delivering high-quality education through impactful research, innovative teaching, and community engagement

Vision

Become the business college of choice for creating knowledge, maximizing student potential, engaging businesses, and promoting global citizenship

Values

We value

- **Excellence** in research that impacts theory and practice
- **Innovation** in teaching that leads to student success
- **Diversity** in ideas, people, and culture that broadens perspectives
- **Integrity** in our work that earns respect
- **Service** to others that makes a difference
- **Citizenship** that supports our mission

Strategic Priorities

In the next five years, the College of Business will focus on

- Advancing innovative, high-quality, and high-impact academic programs
- Increasing the quality and impact of scholarly research
- Expanding opportunities for community, business, and global engagement

Goals and Metrics

For each of the three strategic priorities, specific goals are articulated. Specific metrics for each of the goals are established in a companion document. These goals and metrics are to be reviewed annually to measure success, identify gaps, and make adjustments.

Strategic Priority 1: Advancing innovative, high-quality, and high-impact academic programs

- Goal 1: Elevate business programs into the top 50 in the country
 - Establish new undergraduate majors, minors, and certificates based on industry needs
 - Establish new graduate degree and certificate programs based on industry needs
 - Increase market awareness of our programs, students, faculty, and college
- Goal 2: Provide innovative and effective educational opportunities
 - Increase the number of classes and programs using innovative and effective technologies, pedagogies, and/or diverse delivery formats and channels, as deemed necessary
 - Increase the number of interdisciplinary undergraduate and graduate programs in collaboration with other colleges on campus based on industry needs and/or academic trends
 - Integrate ethics education throughout the business curriculum
- Goal 3: Support, recognize, and reward high-quality teaching and service
 - Establish a policy with incentives that rewards high-quality teaching in classrooms
 - Explore ways to encourage high-quality, innovative teaching and teaching scholarship
 - Further enhance student experience with outstanding services and career placement
- Goal 4: Recruit and retain diverse and talented students, faculty, and staff
 - Raise the enrollment of underrepresented students in all business programs
 - Increase the percentage of students enrolled who are in the top tier of their incoming class at ISU
 - Recruit and retain talented and diverse faculty and staff
 - Increase support for faculty and staff professional development

Strategic Priority 2: Increasing quality and impact of scholarly research

- Goal 1: Support, recognize, and reward high-quality research
 - Establish a teaching load policy based on research quality and productivity
 - Increase and expand research support for research-active faculty
 - Expand funding for research infrastructure
- Goal 2: Improve scope, reach, and quality of the Ph.D. program
 - Expand the number of Ph.D. specializations
 - Increase the number of doctoral students admitted and graduated
 - Improve admission and quality standards for doctoral students
- Goal 3: Increase external visibility of faculty
 - Publicize faculty research accomplishments through traditional and social media
 - Recognize and reward faculty for outstanding professional service activities
 - Increase endowed chairs, professorships, and fellowships

Strategic Priority 3: Expanding opportunities for community, business, and global engagement

- **Goal 1: Expand and enhance experiential and extra-curricular learning opportunities for students**
 - Increase student involvement in live case learning and the CyBIZ Lab
 - Increase student participation in local and national business plan and case competitions
 - Invite more thought leaders from around the country as speakers for classes, seminars, and workshops

- **Goal 2: Enhance contributions to economic development in the State of Iowa**
 - Increase education and assistance for entrepreneurs and business professionals
 - Initiate the publication of flagship business or industry reports that have regional or national impact

- **Goal 3: Develop global citizens**
 - Increase student participation in study abroad, summer abroad, global internships, and study tours
 - Increase student participation in local and global community development and leadership activities