

Michael J. Coles College of Business

Mission Statement

Our mission at the Coles College of Business is to offer educational programs that provide students with exceptional value; sustain a teaching and research environment that attracts and retains a diverse pool of high quality faculty and staff; and support talent development in the business community we serve. We will be highly respected in both the academic and business communities by achieving prominence in selected areas and contributing to sustained regional economic growth.

We will achieve our mission by fostering effective and committed teaching, student career preparation and enhancement, research that is impactful and extends knowledge, and proactive engagement with the business community.

Coles Strategic Plan 2019-2021

Operating Principles

- ❖ Prioritize *student success* by meeting their changing educational needs.
- ❖ Continuously maintain *relevance and competitive differentiation* of all academic programs and student/employer services offerings.
- ❖ Sustain an unwavering commitment to *innovation and academic excellence*.
- ❖ Proactively support the business community by providing and assuring *value-based talent acquisition and development*.
- ❖ Foster *excellence and diversity in teaching, research, and service*.

Coles Strategic Plan 2019-2021

Mission-Centric Goal “Themes”

- **Student Success**
 - Foster and encourage student accountability in achieving academic goals.

- Improve student career-planning services in the areas of career choice counseling, job search, and interview preparation.
 - Capitalize on opportunities to render student services more personalized rather than transactional.
 - Expand opportunities for students to engage in extra-curricular activities and events – involving the external business community and/or other university colleges – which support their career goals.
 - Provide optimal course availability via all delivery channels.
- **Relevance and Competitive Differentiation**
 - Expand involvement of business leaders and alumni in course delivery and other student-related academic activities and services.
 - Continue to focus resource allocation on select areas of expertise/specialty in degree programs, achieving regional and national recognition in these areas where appropriate.
 - Constitute and engage diverse Advisory Boards – generally comprised of members of the business community – to support academic departments/schools, centers of excellence, and the college as a whole.
- **Innovation and Academic Excellence**
 - Incorporate learning and development in the areas of “soft skills,” e.g., teaming, leadership, critical thinking, presentation skills, etc., in all curricula content.
 - Expand offerings of non-credit educational programming, including online “digital credential” offerings, to augment academic degree programs.
- **Excellence and Diversity in Teaching, Research, and Service**
 - Collaborate with the business community in planning, conducting, and applying academic research activities.
 - Expand the involvement of students, alumni, and the business community at large in faculty research activities.
 - Support access by faculty to contemporaneous and relevant personal and professional development opportunities.
 - Improve faculty and staff retention and diversity.