

STRATEGIC PLAN 2024-2029

Mission Statement

The mission of the Coles College of Business is to offer student-focused, career-advancing educational programs to a multi-faceted student body; to positively impact and advance knowledge that inspires, transforms, and creates life-long learners; to support the academic and professional passions of its faculty and staff; to contribute to regional economic growth; and to prepare future business and civic leaders who will shape families, communities, and the world.

We cultivate an inclusive environment that celebrates difference in all its forms, build community within and beyond the classroom, foster innovative and independent thinking in our research and teaching, accentuate career-focused learning, and attract and retain top talent from all backgrounds at all levels of the College. We do so with a spirit of collegiality, integrity, and purpose.

Vision Statement

The Coles College of Business is a student-first institution that strives to be regarded by the ever-changing business and academic communities as their most trusted partner in higher education for career-ready graduates, innovative academic programs, insightful teaching, and impactful research.

Values

We are adaptable. The Coles College listens intently to the changing needs of our students, business partners, and communities, and responds purposefully through curriculum and degree programs, teaching methods, and outreach initiatives.

We are transformational. The Coles College provides deep and reflective learning experiences that enable students from all walks of life to discover their strengths and purpose, pursue their passions and ambitions, and develop the skills and knowledge to become who they want to be.

We are impactful. The Coles College addresses the challenges faced by businesses, governments, and communities through academic programs that develop purpose-driven leaders and academic research that delivers meaningful insights.

We are innovative. The Coles College is entrepreneurial in our willingness to humbly challenge our own assumptions, creatively embrace new perspectives, and resolutely implement forward-looking initiatives in our enduring ambition to be a leader in business education.

We are inclusive. The Coles College intently sponsors an accessible and welcoming environment for students, faculty, and staff, that celebrates our community's diverse perspectives and experiences, creates a culture of belonging, and deeply respects each individual.

Strategic Priorities/Initiatives

Strategic Priority 1: Foster student success by offering academic programs that support the career and personal aspirations of our students throughout their life-long professional journey.

We will ensure the curriculum of our courses and programs are mapped to in-demand careers.

We will provide students with access to our courses and programs through multi-modal offerings and advanced instructional technologies.

We will inform our students on available mechanisms to ensure completion of the programs of study.

We will purposefully promote the growth of our graduate programs.

We will resolutely search for and remove barriers to our students' academic progress.

We will develop and promote specialty programs and initiatives that bridge academic learning with modern business practice.

Strategic Priority 2: Promote student success through support services that enable our multi-faceted student body to thrive at Coles College.

We will ensure student access to academic and career advising to encourage successful program completion.

We will increase student participation in non-credit initiatives to develop leadership skills and business acumen.

We will continually improve Coles' retention, progression, and graduation statistics.

We will conscientiously develop a portfolio of programs that support lifelong learning.

Strategic Priority 3: Create an inclusive environment that celebrates difference in all its forms and sustains an unwavering commitment to innovation and academic excellence.

We will actively promote an inclusive, supportive organizational culture that supports faculty and staff members in their pursuit of excellence.

We will encourage our faculty and staff to engage in teaching, research, and professional activities with a spirit of innovation and excellence.

We will strengthen peer relationships through mentorship, recognition, engagement, and feedback.

Strategic Priority 4: Support our faculty and staff in their pursuit of excellence in teaching, research, and professional activities.

We will provide faculty members with the resources that support world-class fundamental and applied research.

We will provide faculty members with the technology and training that supports world-class teaching.

We will offer professional support for our staff members both in their current positions and in their career ambitions.

Strategic Priority 5: Contribute to the business community and the regional economy by partnering with institutions to develop future business and civic leaders.

We will promote impactful interactions between external and internal members of the Coles community.

We will ensure all students have the opportunity to integrate pragmatic professional experiences into their programs of study.

We will maintain deep relationships with a variety of corporate partners to create positive outcomes for the partners, our faculty and staff, and our students.

We will meaningfully engage with industry experts through executive education, centers, advisory boards, and alumni panels.