

## Richards College of Business Strategic Action Items 2011-2016

### Vision Statement

The Richards College of Business will be recognized as a source of quality graduates and business expertise, primarily in the West Georgia and Atlanta areas, by providing an educational environment where excellence is pursued in endeavors and ethical behavior is reflected in activities.

### Mission Statement

The mission of the Richards College of Business is to educate and prepare students for positions of responsibility in business and society.

| Strategic Goals  | Action Items 11-12   | Action Items 12-13  | Action Items 13-14  | Action Items 14-15   | Action Items 15-16  |
|--|--|---|---|--|---|
| <p><b>Student Development:</b> Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals.</p> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Revise home page as recruitment tool</li> <li><input type="checkbox"/> Recruit minors</li> <li><input type="checkbox"/> Expand mentor program via e-contact</li> <li><input type="checkbox"/> Develop plan for freshman integration into RCOB</li> <li><input type="checkbox"/> Build interdisciplinary programs (e.g., analytics, health care)</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Expand recruitment efforts in Atlanta area</li> <li><input type="checkbox"/> Develop systematic plan for international opportunities</li> <li><input type="checkbox"/> Formalize exit interview process across departments</li> <li><input type="checkbox"/> Begin comprehensive curricula review</li> <li><input type="checkbox"/> Expand internships</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Complete curricula review and begin plan implementation</li> <li><input type="checkbox"/> Expand placement opportunities for undergrad and graduate students</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Review admission standards for majors</li> </ul>                                       | <ul style="list-style-type: none"> <li><input type="checkbox"/> Examine potential for creation of Student Success Center</li> </ul> |
| <p><b>Academic Professional Growth:</b> Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus.</p>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Provide faculty training for enhancing credentials (e.g., new distance ed technologies, curriculum innovation)</li> <li><input type="checkbox"/> Facilitate international research collaborations</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop and begin implementation of faculty exchange</li> <li><input type="checkbox"/> Expand the impact of B-Quest</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Review Faculty Handbook</li> <li><input type="checkbox"/> Secure Fulbright Fellowship for at least one faculty</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Review RCOB vision, mission, strategic goals, and ethical values statements</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Revise Strategic Plan</li> </ul>                                    |
| <p><b>Administration and Infrastructure Support:</b> Recruit and retain quality administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.</p>                                    | <ul style="list-style-type: none"> <li><input type="checkbox"/> Integrate graduate school operations</li> <li><input type="checkbox"/> Develop plans for RCOB building patio</li> <li><input type="checkbox"/> Hold DAC retreat</li> <li><input type="checkbox"/> Expand marketing efforts</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Complete funding for Visionary Endowment</li> <li><input type="checkbox"/> Hold staff retreat</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Secure funding for at least two endowed chairs</li> </ul>   |  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Secure funding for at least one endowed chair</li> </ul>            |