

# Iowa State University

## Ivy College of Business

### Strategic Plan 2021-2026

#### Mission

Further Iowa State University's land-grant ideals by training students to be knowledgeable and ethical communicators, leaders, collaborators, and problem solvers through impactful research, innovative teaching, and community engagement.

#### Vision

Be at the forefront among colleges of business 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: Enhance student experiences and outcomes to sustain and improve rankings and educational quality.*

- Develop undergraduate and graduate curriculum and business programs based on fundamental business principles and sensitivity to ongoing industry needs
- Prepare students for personal achievement, professional success and societal contributions
- Promote ethics education throughout the business curriculum

*Goal 2: Provide innovative and effective educational opportunities*

- Create and support classes and programs using innovative and effective technologies, pedagogies, and/or diverse delivery formats and channels, as deemed necessary
- Create and support interdisciplinary undergraduate and graduate programs in collaboration with other colleges on campus
- Deliver innovative course content.
- Provide educational opportunities in partnership with businesses, both locally and abroad.

*Goal 3: Support, recognize, and reward high-quality teaching and service to students*

- Incentivize and reward high-quality teaching in classrooms
- Encourage high-quality, innovative teaching and teaching scholarship
- Enhance student experience with outstanding services.

*Goal 4: Recruit and retain diverse and talented students, faculty, and staff*

- Continue to expand 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
- Increase market awareness of our programs, students, faculty, and college

## **Strategic Priority 2: Increasing quality and impact of scholarly research**

*Goal 1: Support, recognize, and reward high-quality research*

- Incentivize top tier and premier journal publications
- Monitor and improve our teaching load policy based on research quality and productivity
- Increase and expand research support for research-active faculty
- Expand funding for research infrastructure
- Foster research collaboration across academic disciplines

*Goal 2: Improve scope, reach, and quality of the Ph.D. program*

- Improve the admission and quality standards for doctoral students
- Focus efforts to improve doctoral student placement
- Foster a research culture for doctoral students that reaches across academic disciplines

*Goal 3: Increase external visibility of faculty*

- Publicize faculty research accomplishments through traditional and social media
- Recognize and reward faculty for outstanding professional leadership activities
- Increase endowed chairs, professorships, and fellowships

### **Strategic Plan 3: Provide business, community, and global engagement opportunities**

#### *Goal 1: Promote business engagement and support*

- Offer support and development to startup and small businesses
- Facilitate consultative and advisory relationships with industry
- Invite thought leaders to campus
- Encourage professional engagement opportunities

#### *Goal 2: Deliver experience-based learning*

- Facilitate internships and co-ops for students
- Offer live case and CyBIZ Lab consulting opportunities
- Offer and facilitate student business competitions

#### *Goal 3: Develop community and global leaders*

- Promote community service and engagement opportunities, upholding ISU's Principles of Community
- Continue and expand diversity and inclusion education
- Promote study abroad, summer abroad, and study tours
- Provide financial support for study abroad opportunities