



## MISSION

We develop engaged leaders and foster their professional and social mobility to benefit Greater Los Angeles and the world.

### We fulfill our mission by:

- Creating positive change and innovation through continuous improvements that promote a culture of excellence, particularly in terms of student success and professional development
- Generating impact on the professional and social mobility of our students, the scholarly disciplines, the business community, and local organizations through our teaching and research in basic, applied, pedagogical, and other intellectual contributions
- Building relationships and engagement with staff, faculty, alumni, and supporters in a collaborative environment

## VISION

We aspire to become the top CSU business college within the California State University system in graduation rate, employability and social mobility.

## CORE VALUES

**Collaborate** **Engage** **Care**

## INDICATORS OF SUCCESS

### We will gauge our overall success through:

- Improving the rates of retention, graduation, and placement; and the social mobility of first-generation students in the College
- Producing impactful teaching and scholarly research
- Increasing involvement of alumni, external partners, faculty, staff and students in co-curricular programs and college events

## INITIATIVES

The College and its Strategic Planning Committee work together annually to determine specific initiatives and associated goals within each strategic priority area in order to support the College in realizing its Mission, Vision and Values. For the 2019-2020 academic year, we have identified the following initiatives: change and innovation, impact and relationships and engagement.

For each of these initiatives, the College and Strategic Planning Committee identify detailed goals and owners to support implementation and measure progress on an ongoing basis in order to ensure commitment to and achievement of the strategic plan.

## CHANGE & INNOVATION

Creating positive **change and innovation** through continuous improvements that promote a culture of excellence, particularly in terms of student success and professional development

### To create change and innovation, we will:

- Improve recruitment, integration, and engagement in CBE community
- Create opportunities to support and empower career development
- Enhance decision making
- Improve efficiency of internal operations

## IMPACT

Generating **impact** on the professional and social mobility of our students, the scholarly disciplines, the business community, and local organizations through our teaching and research in basic, applied, pedagogical, and other intellectual contributions

### To generate impact, we will:

- Measure learning objectives
- Implement innovative pedagogies
- Improve advising and placement support
- Recognize and share scholarly and WIP accomplishments
- Grow graduate programs

## RELATIONSHIPS & ENGAGEMENT

Building **relationships and engagement** with staff, faculty, alumni and supporters in a collaborative environment

### To build relationships and engagement, we will:

- Ensure strong connections to AACSB for accreditation
- Market success of CBE externally
- Build mutually beneficial relationships with employers, professional orgs, alumni, donors
- Improve internal communication