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

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

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

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

We will implement 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

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

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

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.

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