

ALFRED UNIVERSITY COLLEGE OF BUSINESS STRATEGIC PLAN 2017 2022					
Theme 1: Transform Student Lives and Better our World					
University Goal	COB Objective	COB Tactics	Timeline & Responsibility	Assessment	Action/Next Steps
1.A. Define, deliver and promote the Alfred University Brand	Increase International Experience by students	Use advising and classroom to encourage international experience	Faculty	Measure % of students with international experience	
	Increase student engagement	<ol style="list-style-type: none"> 1. Guest speakers in classroom, Keynote speaker each semester 2. Energize student clubs and societies 	1. Faculty , Dean	<ol style="list-style-type: none"> 1. # of speakers, # students attending keynote speaker 2. Measure % of clubs with 8 activities a year, one service project, two trips 	
1.B. Help our student identify and develop the confidence to pursue their passions	Prepare students for success outside the classroom	Develop mentorship program	Dean, faculty		
1.C. Prepare our graduates for professional success and societal impact	Foster learning of leading edge business tools	Establish speaker series	Faculty and Dean		

	Expose students to hands on projects	Increase class projects that focus on field experience	Faculty		
	Maintain AACSB accreditation				

Theme 2: Forge Strength through Inclusivity					
University Goal	COB Objective	COB Tactics	Timeline & Responsibility	Assessment	Action/Next Steps
2.A. Build on our 181 year history of inclusivity	Facilitate non-traditional delivery formats consistent with maintaining quality needed to maintain AACSB accreditation				
2.B. Enhance the global and multicultural awareness of our students	Increase student participation in multicultural and international programs	Faculty-lead travel abroad courses			
2.C. Engage with and help build our community					

2.D. Promote civic mindedness	Increase participation in community service events	Each club will have at least one service project a year	Advisors		
2.E. Improve our success with students of color					

Theme 3: Amplify our Impact					
University Goal	COB Objective	COB Tactics	Timeline & Responsibility	Assessment	Action/Next Steps
3.A. Foster an engaged, innovative, and collaborative culture					

3.B. Take better care of our people and facilities	Reduce dependence on faculty overloads to teach required courses		Dean		
3.C. Enhance the robustness of our business model	Increase enrollment in COB by 50%	Increase faculty and student involvement in recruiting	Responsibility: Dean and faculty Timeline: 2018 - 22		
3.E. Promote ownership of plan and develop mechanisms to assess progress against plan and foster accountability (FY18)					

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