University of Nebraska – Lincoln
College of Business
Strategic Plan

Nebraska Business will remain true to the University’s core mission as a land grant institution, while emerging as a premier public business college in the United States through innovative research, dedicated teaching and committed service to our community. We will support a collaborative research culture that engages with industry and produces knowledge to provide new insights that inform business leaders. We will broaden student thinking by creating learning laboratories to support experiential and transformational learning opportunities that cultivate awareness of critical societal and global issues. We will expand our collaborative networks and serve as an academic hub to all of our stakeholders.

Mission

Together, we drive discovery, create opportunity, and empower individuals to lead the future of business.

We are Nebraska Business.

This mission guides all of our efforts and permeates every aspect of our community. As leaders in scholarship, we drive discovery. We facilitate personal and professional growth for all of our stakeholders and cultivate innovative thinking. To create opportunities for our students and serve our community we foster meaningful connections and experiences, valuing diversity of ideas and people. To empower individuals to lead the future of business, we ignite a passion for learning. We enable self-discovery through learning laboratories and we equip our students with knowledge, skills, and abilities to succeed in a dynamic global marketplace. We live this mission within the following principles:

Guiding Principles

Challenge Yourself | Be Inclusive | Ask Bold Questions | Look to the Future | Make It Matter

Each of these principles is critical to our success and they begin with the focus on self and move toward the focus on the greater good. They call on every member of our community—students, faculty, staff, alumni, and everyone who has a stake in our success—to act on these principles. In making these principles part of the fabric of our community, we enhance our ability to fulfill the mission and enrich the intellectual vitality of Nebraska Business.
Goals and Strategies

To fully realize the promise of our mission we must promote research and discovery, facilitate learning and transformation, and foster connection and engagement. Each of these goals is critical to our success, and the strategies are the means by which we will achieve these goals and achieve our mission.

**Promote Research + Discovery**

Nebraska Business is a dedicated and energetic community of scholars continually striving for research excellence. Our faculty and doctoral students produce innovative research that expands knowledge in the disciplines and influences professional practice. The College is also a place of ongoing personal discovery and strengths-based development for every member of the Nebraska Business community. To promote research and discovery we will:

- Strengthen the research reputation of Nebraska Business by delivering high quality research;
- Empower faculty in their shared commitment to achieve intellectual growth, enabling them to foster discovery and disseminate new knowledge;
- Produce graduate scholars who are successful in their disciplines;
- Promote a culture of research across undergraduate students, staff and faculty that facilitates personal and professional growth;
- Foster a dynamic, strengths-based community that nurtures engagement and inspires development; and
- Ignite students’ curiosity and their desire to challenge themselves;

**Facilitate Learning + Transformation**

A Nebraska Business education empowers individuals by igniting a passion for learning and by creating distinctive, personalized, and transformative educational experiences driven by research and a dynamic marketplace. Transformation operates on a personal level, but also institutionally. To facilitate learning and transformation we will:

- Provide transformational learning experiences both inside and outside of the classroom;
- Create relevant educational experiences that can be personalized to meet the diverse needs of students;
- Adapt curriculum, educational opportunities, and programs based on research and the needs of a dynamic marketplace; and
- Develop, renew and offer distinctive programs that attract students and provide exceptional preparation for future careers;

**Make Nebraska Business the Place to be through Connection + Engagement**

Nebraska Business is the academic hub that fosters mutually beneficial, enduring relationships among its stakeholders. Engaging alumni and a wide variety of external stakeholders with faculty, students and staff enhances our research and discovery, and enriches learning for all. Building and deepening these connections extends our reach and the scope of our impact. To ensure that Nebraska Business is the place to be we will:

- Share our expertise to assist stakeholders with their business-related challenges;
- Collaborate with our external community to secure input for curriculum development, research support and internships;
• Annually engage and involve all living alumni of Nebraska Business in a meaningful way;
• Communicate and solidify our reputation with the external stakeholders as Nebraska Business – the place of discovery, opportunity and empowerment; and
• Partner with external stakeholders to achieve greater financial self-sufficiency;

**Ensuring Our Success**

To fulfill our mission and achieve these goals Nebraska Business must continually adapt to the needs of our community as an efficient and effective organization that advances our mission and provides a rewarding experience for all stakeholders. For Nebraska Business to thrive we are committed to the following enabling goals:

**Community + Culture:** Maintain a welcoming, collegial and supportive environment through a commitment to the growth, learning and development of all our personnel that attracts and retains a vibrant and diverse faculty, staff, and students.

**Operations + Resources:** Enhance the efficient utilization of resources and develop additional funding opportunities to support faculty, staff, students, facilities, and technology in pursuit of the overall mission of Nebraska Business.

**Communication + Branding:** Enhance the quality of communication to all stakeholders to solidify our reputation as Nebraska Business – the place of discovery, opportunity and empowerment.

**Measurement of Success**

This strategic plan reflects the input of stakeholders throughout the Nebraska Business community, and its successful implementation necessitates coordinated efforts by faculty, staff, students, and alumni. These efforts will be led by the Dean and a working group composed of college faculty and administrative leaders.

We will measure our achievement of the overall mission through the following metrics:

• Progress toward university goals, specifically related to:
  o Enrollment growth while maintaining academic standards;
  o Increased graduation rates; and
  o Increased retention rates to the University.
• Consistent production of high quality and impactful research;
• Improved placement and internship outcomes;
• Enhanced diversity among faculty, staff and students;
• Consistent use of climate and engagement surveys of faculty, staff and students;
• Growth in college endowment and alumni giving;
• Increased number and quality of applications submitted to distinctive programs;
• Enhanced outreach and engagement with alumni and business partners leading to successful collaborative efforts;
• Meeting all AACSB standards of accreditation and exceeding them where feasible