

Michael J. Coles College of Business

- Improve student career-planning services in the areas of career choice counseling, job search, and interview preparation.
 - Capitalize on opportunities to render student services more personalized rather than transactional.
 - Expand opportunities for students to engage in extra-curricular activities and events – involving the external business community and/or other university colleges – which support their career goals.
 - Provide optimal course availability via all delivery channels.
- **Relevance and Competitive Differentiation**
 - Expand involvement of business leaders and alumni in course delivery and other student-related academic activities and services.
 - Continue to focus resource allocation on select areas of expertise/specialty in degree programs, achieving regional and national recognition in these areas where appropriate.
- **Innovation and Academic Excellence**
 - Engage our business community for current curriculum, student success and research
- **Value-based Talent Acquisition and Development**
 - Constitute and engage Advisory Boards – generally comprised of members of the business community – to support academic departments/schools, centers of excellence, and the college as a whole.
- **Excellence and Diversity in Teaching, Research, and Service**
 - Collaborate with the business community in planning, conducting, and applying academic research activities.
 - Expand the involvement of students, alumni, and the business community at large in faculty research activities.
 - Support access by faculty to contemporaneous and relevant personal and professional development opportunities.