

Morehead State University
College of Business and Technology
2015-2019
Mission Statement and Strategic Plan
Adopted February 2016
(Amended July 2016)

The mission of the College of Business and Technology is to provide innovative educational experiences for its students and to support an expansion of economic and entrepreneurial opportunities throughout Eastern Kentucky. The college will accomplish this mission by:

- Preparing our students for successful careers in business, technology and engineering;
- Serving Eastern Kentucky through economic development leadership and civic engagement;
- Promoting STEM and entrepreneurship education across the university;
- Encouraging collaborative, innovative research and the commercialization of expertise by students, faculty and regional stakeholders; and
- Developing in our students critical thinking abilities, enabling them to succeed in the global community.

Strategic Plan

The College of Business and Technology strategic plan is designed to provide general guidance in support of the Morehead State University ASPIRE Strategic Plan. The School of Business Administration and the School of Engineering and Information Systems develop focused and differentiated strategic plans.

Academic Excellence

- Attract and retain a diverse and high quality faculty and staff.
- Earn and maintain the highest possible academic program accreditations.
- Encourage and support faculty scholarship, including published research and funded grants.
- Engage students in scholarship, especially through the Undergraduate Research Fellows program.
- Encourage and support international engagement opportunities for faculty, students and staff.
- Develop, assess and maintain high quality 21st century academic programs.
- Integrate STEM and entrepreneurship curricula across the university.

Student Success

- Prepare students for careers in the local, national and international communities.
- Develop and maintain excellent student advising and support services.
- Provide for student involvement in an array of extra-curricular opportunities.
- Foster student engagement with external stakeholders.
- Promote co-operative education, service learning, applied research and internship opportunities for students.
- Enlarge and enrich leadership, character development and international learning for students.
- Provide opportunities for student learning and new business creation at the Innovation Launchpad.

Productive Partnerships

- Work with the Center for Regional Engagement to align faculty and staff resources in support of the region.

- Develop strategies to support the Shaping Our Appalachian Region (SOAR) initiatives at the state level.
- Collaborate with colleagues across campus and community partners to advance and develop the Innovation Launchpad.
- Engage alumni and advisory boards to develop stronger ties with external stakeholders to support student success.
- Establish partnerships with other national and international universities to provide program options and exchange opportunities.
- Deepen ties to leading local businesses and industries to enhance hands-on learning opportunities.

Improved Infrastructure

- Maintain state-of-the-art classroom and lab facilities, and current instructional technologies.
- Enhance shared student spaces to foster community among students.
- Develop proposal for a new building to house the College of Business and Technology.

Resource Enhancement

- Develop and enhance the fundraising capacities of representative advisory boards.
- Engage in fundraising and grant writing activities in support of:
 - A new building for the college;
 - Additional funded professorships;
 - Additional student scholarships;
 - Research, graduate assistantships and library services;
 - Enhanced academic programs; and
 - Regional engagement and leadership development.

Enrollment, Retention, and Graduation Rate Gains

- Improve graduation and retention rates.
- Attain an 80% or higher retention rate for first-time, full-time freshmen.
- Develop and maintain high-demand 21st century academic programs.
- Differentiate graduate programs from the competition.
- Leverage institutional resources to position programs for high visibility.