

*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.