Richards College of Business

2011-2016 Strategic Plan
Building on a Strong Foundation

The University of West Georgia seeks to achieve preeminence in providing educational excellence in a personal environment through an intellectually stimulating and supportive community for its students, faculty, and staff.

The Richards College of Business 2005-2010 Strategic Plan was developed after extensive discussion with and input from faculty, staff, students, board members, and business leaders in our community. This current revision is consistent with the University System of Georgia Strategic Plan and the University of West Georgia Strategic Plan, and it was developed under the guidelines of the vision of building a “Destination University” as defined by President Beheruz Sethna in a 2011 letter to the University. The three key elements of academic excellence, vibrant campus life, and the supporting facilities are essential to the RCOB’s future.

Just as the University of West Georgia continues building the environment and infrastructure to attract excellent faculty, staff, and students, the Richards College of Business will do likewise with the overarching goal to be a leading college within the UWG community. Input throughout the past few years has led to reaffirmation of the RCOB vision statement, revision of the mission and strategic goals, and minor alteration of our statement of ethical values. The 2011-2016 Strategic Plan summarizes these key strategic issues and provides a map to guide our efforts in the next five years.
Moving Forward

Vision
The Richards College of Business will be recognized as a source of quality graduates and business expertise, primarily in the West Georgia and Atlanta areas, by providing an educational environment where excellence is pursued in endeavors and ethical behavior is reflected in activities.

Mission
The mission of the Richards College of Business is to educate and prepare students for positions of responsibility in business and society. The RCOB provides quality business and professional education in a personal and ethical environment built upon a common body of knowledge by focusing on three strategic goals:

**Student Development:** Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals.

**Academic Professional Growth:** Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus.

**Administration and Infrastructure Support:** Recruit and retain quality administrative management and staff personnel to manage, develop, and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

Ethical Values
The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.
Strategic Goal 1

Student Development: Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals.

The Richards College of Business provides traditional and experiential learning opportunities to build students’ knowledge of core business concepts and expand their understanding within their chosen disciplines. We provide a range of opportunities including selection of majors, minors, and certificate programs; undergraduate and graduate research; in-class, on-line, and hybrid courses; lectures, guest speakers, and business visits. Each student is encouraged to participate in various experiential opportunities including internships, mentor programs, the Executive Roundtable, business clubs and organizations, interview days, study abroad programs, and international student exchanges.

Our efforts to ensure a quality educational experience for students begin with advising. Each student is assigned an advisor to help plan his/her program of study and build toward successful transition into the business world. Faculty and staff care deeply about students’ academic endeavors and their personal development. Our emphasis on students includes a commitment to senior faculty and administrators participating in teaching and learning experiences.
Strategic Goal 2

**Academic Professional Growth:** Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus.

Ensuring a high quality educational experience for our students requires supporting a portfolio of faculty dedicated to academic excellence and providing opportunities for their continued professional development. The RCOB is committed to recruiting productive and collaborative faculty; investing in teaching and research development opportunities both within the College and across disciplines; acknowledging and celebrating faculty accomplishments; and supporting a culture of shared governance.

As a College, we value both academically and professionally qualified faculty, and we encourage collaboration and cooperation in teaching, research, and service activities. We support intellectual contributions that advance practice, pedagogy, and knowledge within our disciplines. Our faculty exhibit commitment to serve stakeholders throughout our campus, community, and disciplines.
Strategic Goal 3

Administration and Infrastructure Support: Recruit and retain quality administrative management and staff personnel to manage, develop, and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

Resources to facilitate excellence in faculty and students begin with building a cadre of strong support staff. The RCOB recruits effective and collegial staff, provides opportunities for continued training and development, and encourages their personal and professional growth. As with faculty, we acknowledge and celebrate staff successes, and we believe staff should be included in governance issues.

Facilities and infrastructure are systematically evaluated to identify areas of need. We maintain classrooms, labs, and offices, as well as informal spaces, such as learning labs, student lounge, and outdoor seating. Technology is widely available, with wireless access in both buildings and regular updating of computer equipment.

To continue our success, the RCOB is committed to strengthening our financial position and investing in our future. We will continue building partnerships that are mutually beneficial. External funding opportunities will support academic programs, student opportunities, faculty excellence, and our facilities. Continued funding for student scholarships and centers is essential, and increased efforts at building the RCOB Visionary Endowment and funding for endowed chairs will provide focus for our efforts in the next five years. A truly committed Board of Visitors and increased engagement with alumni will help drive these efforts.
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To truly demonstrate our commitment to ethical behavior, the Richards College is prepared to offer ourselves as a role model for ethical behavior to the community at large. This standard implies zero tolerance for academic dishonesty, malfeasance, and discriminatory behavior by students, faculty, or administrators. We demand the same high standards of external partners with whom we collaborate. Further, we will not hesitate to promote the good works in which we participate.
The best and the brightest Go West.

Richards
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