**Richards College of Business**  
**Strategic Action Items 2011-2016**

### Vision Statement
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 Statement
The mission of the Richards College of Business is to educate and prepare students for positions of responsibility in business and society.

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| **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. | □ Revise home page as recruitment tool  
□ Recruit minors  
□ Expand mentor program via e-contact  
□ Develop plan for freshman integration into RCOB  
□ Build interdisciplinary programs (e.g., analytics, health care) | □ Expand recruitment efforts in Atlanta area  
□ Develop systematic plan for international opportunities  
□ Formalize exit interview process across departments  
□ Begin comprehensive curricula review  
□ Expand internships | □ Complete curricula review and begin plan implementation  
□ Expand placement opportunities for undergrad and graduate students | □ Review admission standards for majors | □ Examine potential for creation of Student Success Center |
| **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. | □ Provide faculty training for enhancing credentials (e.g., new distance ed technologies, curriculum innovation)  
□ Facilitate international research collaborations | □ Develop and begin implementation of faculty exchange  
□ Expand the impact of B-Quest | □ Review Faculty Handbook  
□ Secure Fulbright Fellowship for at least one faculty | □ Review RCOB vision, mission, strategic goals, and ethical values statements | □ Revise Strategic Plan |
| **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. | □ Integrate graduate school operations  
□ Develop plans for RCOB building patio  
□ Hold DAC retreat  
□ Expand marketing efforts | □ Complete funding for Visionary Endowment  
□ Hold staff retreat | □ Secure funding for at least two endowed chairs | □ Secure funding for at least one endowed chair | |