



RICHARDS COLLEGE OF BUSINESS
Strategic Plan 2015 - 2020



UNIVERSITY of 
West Georgia®

Richards College
of Business

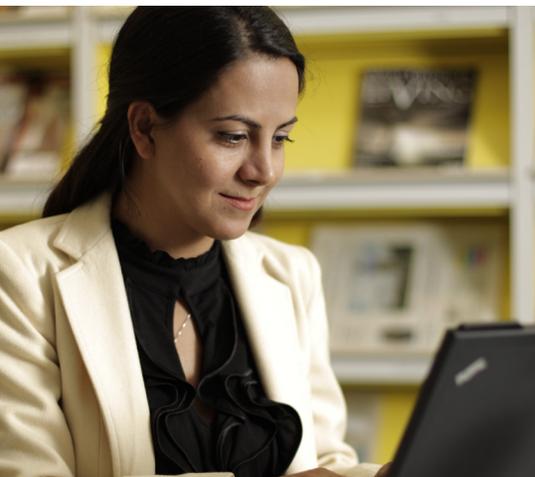
Building on a Strong foundation

The University of West Georgia aspires to be the best comprehensive university in America – sought after as the best place to work, learn, and succeed!

The mission of the University of West Georgia (UWG) is to enable students, faculty, and staff to realize their full potential through academic engagement, supportive services, professional development, and a caring, student-centered community. UWG is committed to academic excellence and to community engagement, offering high-quality undergraduate, graduate, and community programs on-campus, off-campus, and online.

The **Richards College of Business 2015-2020 Strategic Plan** was developed after extensive discussion 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 becoming the best comprehensive university in America – sought after as the best place to work, learn, and succeed! The four University Strategic Imperatives of student success, academic success, successful partnerships, and operational success are essential to the future of the Richards College.

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 revision of the vision, mission, and strategic goals, and reaffirmation of our statement of ethical values. The *2015-2020 Strategic Plan* summarizes these key strategic issues and provides a map to guide our efforts in the coming years.





Moving Forward

» Vision

The vision of the **Richards College of Business** is to become a globally recognized college of business preparing forward-thinking, responsible leaders.

» Mission

We are in the business of transforming lives through education, engagement and experiences.

» Strategic Goals and Values

STUDENT SUCCESS: Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

ACADEMIC SUCCESS: Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

OPERATIONAL SUCCESS: Recruit, retain and develop 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 Success

Admit quality students and provide them with an education that is rich in experiences and engagement opportunities 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; and lectures, guest speakers, and business visits.

With a belief that each student should have the opportunity to graduate with a degree plus at least one additional meaningful educational experience, we offer such opportunities as internships, certifications, double majors, double degree programs, the Southwire Sustainable Business Honors program, international student competitions, study abroad programs, and international student exchanges. Throughout their academic careers, students can serve in leadership positions in business clubs or as a Richards College Business Ambassador, conduct faculty-directed research that can lead to national conference presentations, and have first-hand engagement with executives through activities such as the Richards College Mentor Program, the McCalman Executive Roundtable, and the Executive in Residence program.

Our efforts to ensure a quality educational experience for students begin in the Richards College Student Success Center. Each student works with an advisor to help plan his/her program of study, determine career development strategies, and build a successful transition into the business world. Faculty and staff care deeply about students' academic endeavors and their personal development, and we work tirelessly on their behalf.



» *“I am honored to graduate from the Richards College of Business with a degree that is AACSB-accredited. I know the skills and attributes that I have learned will positively influence the rest of my life.” - Management Major*

STRATEGIC GOAL 2

Academic Success

Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and professional activities, and to support engagement with all stakeholders.

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 Richards College of Business recruits productive and collaborative faculty; invests in teaching and research development opportunities both within the college and across disciplines; acknowledges and celebrates faculty accomplishments; and supports a culture of shared governance.

As a college, we value both academic and professional experiences of 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 a commitment to serve stakeholders throughout our campus, community, and disciplines.



» *“What more can you ask for, when you come to work and you laugh and you learn! It is a wonderful place to be a faculty member and I think a wonderful place to be a student.” - Richards College of Business Faculty*

STRATEGIC GOAL 3

Operational Success

Recruit, retain and develop 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.

Facilitation of excellence in faculty and students requires building a cadre of strong support staff. The Richards College recruits effective and collegial staff, provides opportunities for continued training and development, and encourages their personal and professional growth and success. As with faculty, we acknowledge and celebrate staff successes. Richards College staff are critical, integral, and valued members of our college and are engaged in college governance.

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, a student lounge, and outdoor garden spots. Technology is widely available, with wireless access in Richards College facilities and regular upgrades of computer equipment.

To continue our success, the Richards College 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, and faculty excellence. Continued funding for student scholarships and centers is essential, and increased efforts at funding a new facility to showcase the Richards College and bring all our faculty, staff, and programs under one roof will provide focus for our efforts in the coming years. A truly committed Board of Advisors and increased engagement with alumni will help drive these efforts.



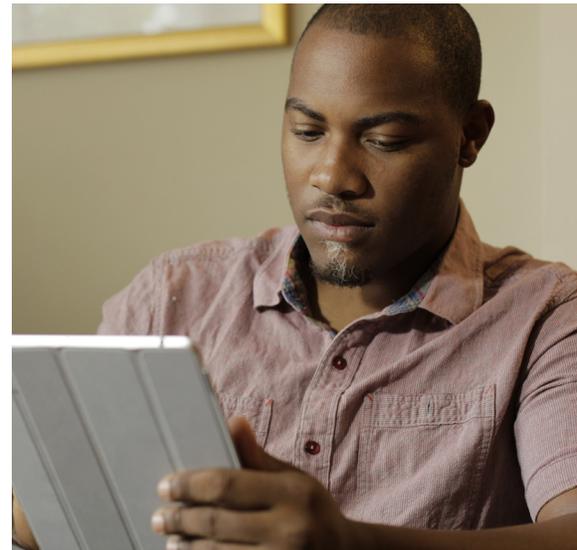
» *“We get the opportunity to see firsthand the transformative effects of college in the lives of students and our businesses. The Richards College is truly successful at bringing together the rigor of academic success with the real world needs of the business community, while in the process setting students on a path for future career success.” - Richards College of Business Board of Advisors Member*

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.

We recognize that students view faculty and staff as role models for ethical behavior; as such, we are committed to upholding these ethical standards and strive to instill them in others. We do this continually throughout the students' experience in the Richards College of Business. We discuss the Richards College Statement of Ethical Values and the University's Student Honor Code at new student orientations; we prominently display this statement of Ethical Values on many Richards College documents; we conduct periodic faculty and staff training to further our knowledge and sensitivity to ethical concerns; we explicitly address ethical concepts and issues with students; and we address ethical behavior in all academic programs.

The Richards College is committed to building partnerships with businesses and organizations that share these Ethical Values. Reaffirmation of the Ethical Values by the Board of Advisors and the Accounting Advisory Board provides evidence that our key partners adhere to these principles, and continuing conversations with our business partners ensure that collaborations achieve mutually compatible goals in an ethical and equitable manner.



» *“Your efforts years ago are impacting my success today. I owe you many thanks.”*
 - Richards College of Business Alumni

