



LEWIS COLLEGE
OF BUSINESS

Lewis College of Business Brad D. Smith Schools of Business

Career, Life, and Globally Ready Graduates

Vision: To grow into a next-generation business school that prepares students to become sought-after business professionals and contributes to the region's economic development.

Mission: Empowers students with the skills and knowledge to become successful professionals in West Virginia and beyond. The college provides a high-quality, innovative business education in a supportive environment that encompasses exemplary teaching, experiential learning, external engagement, and impactful scholarship.

Goals	Strategies	Performance Metrics
<i>Academic Excellence</i>	<p>Promote academic excellence by encouraging more scholarly activities linked to industry and West Virginia priorities.</p> <p>Encourage rigor, ethical behavior, and professionalism across all programs.</p> <p>Recruit faculty and staff with strong commitments to student success.</p>	<p>Five-year graduation rate.</p> <p>Increase # of donors to LCOB for academic excellence.</p> <p>Improve faculty research output.</p> <p>Employer reviews of LCOB graduates and #'s entering graduate programs.</p>
<i>Innovation and Creativity</i>	<p>Lead the state in educational and social experiences to engender creative thinking, flexibility, and problem-solving.</p> <p>Create more student experiences with emerging business technologies.</p> <p>Grow stakeholders' commitment to lifelong learning.</p> <p>Grow the number of certificates and credit for prior learning initiatives.</p>	<p>Track LCOB student satisfaction.</p> <p>Establish electronic suggestion box for ideas for improvement.</p> <p>Track number of aspirational partners participating with LCOB through programing such as speakers and tours.</p>
<i>Wellness and Happiness</i>	<p>Find ways to increase support to help students, faculty, and staff perform well.</p> <p>Organize 4-6 events for fun, engagement, and networking across campus.</p> <p>Establish 10 new partner organizations and university co-ops.</p>	<p>4-6 new annual events.</p> <p>Establish a base # of student referrals that are tracked.</p> <p>Grow followers on social media.</p> <p>Increase # of donors to LCOB for extracurricular experiences.</p>
<i>Global and Diverse Voices</i>	<p>Develop global competency to raise global mindfulness.</p> <p>Increase international enrollment from India, Saudi Arabia, China, and other countries.</p> <p>Increase study abroad participants.</p> <p>Support and seek out diverse opinions and perspectives.</p>	<p>Define competency standards and measuring tools.</p> <p>Grow international enrollments, #'s of LCOB students studying abroad, and STEM certifications.</p> <p>Grow #'s of events supporting diversity and global mindfulness.</p>