

LCOB Plan-On-A-Page

Vision	 To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future				
Mission	To create and share business knowledge that brings prosperity to our students, West Virginia, and beyond.				
Values	HOW WE DECIDE Our Students Are Our North Star College Over Territorialism & Ego		HOW WE COLLABORATE Communicate Openly with a Long-Term Mindset Honor Experience, Embrace Innovation		
Stakeholder Goals	Students Offer affordable education that equips all business students with in-demand career skills through experiential learning, supportive systems, and flexible delivery options.	Team Empower faculty and staff to excel in their roles via growth opportunities, professional development, recognition, and a supportive culture.	Research Academy Generate breakthrough business knowledge that makes an applied mission-aligned impact by boosting research time, funding, and collaboration.	West Virginia Improve the economic well-being of West Virginians by creating solutions and opportunities for community businesses, cultivating a skilled workforce of business leaders, and fostering entrepreneurship.	Financial Stakeholders Create a resilient, sustainable College by innovating for students, expanding into new markets, securing grants, partnering with donors, and optimizing our resources.
Priorities	Design an Innovative & Experiential Curriculum	Leverage our new building as a vibrant hub for business and business education	Grant Based Research Focused on MU's 6 Areas	Cultivate Thriving Student Organizations via External Engagement	Increase Effectiveness Trust, & Speed of Internal Processes
Key Metrics	Student Metrics <ul style="list-style-type: none">Enrollment, Retention, GraduationAoL OutcomesScholarship & Emergency Funding \$Internship Placement %Job Placement %	Team Metrics <ul style="list-style-type: none">Employee EngagementProf. Development \$Promotion PathwaysFaculty/Staff SalariesFaculty Teaching Loads	Research Metrics <ul style="list-style-type: none">ABDC Journal HitsMission-Aligned Journal HitsCitations or Media MentionsConference Presentation to Publication %	WV Metrics <ul style="list-style-type: none">ROI for Every \$1 State InvestsWV Economic Impact ReportsWV Employers PartnershipsEntrepreneurs Created	Financial Metrics <ul style="list-style-type: none">Tuition \$Grant \$Donor \$Margin After Total Costs