POOLE COLLEGE STRATEGIC PLAN
Updated and adopted winter 2012

Objectives listed in order of priority

Goal 1: Education: Prepare students for the ever-changing technological and global business climate

Objective 1: Quality of delivery of programs. The college will develop high quality innovative undergraduate, graduate and executive programs and curricula that embrace theoretical and analytical foundations; incorporate “real world” applications; and focus on technological and global issues, communication and leadership skills, and ethical awareness.

Objective 2: Quality of incoming and graduating student body. The college will recruit high quality and diverse students, who, upon completion of their programs, are prepared to be placed into strong graduate programs or pursue competitive employment opportunities.

Objective 3: Quality of reputation of programs. The college will develop high quality innovative undergraduate, graduate and executive programs that are nationally recognized for their focus on technological and global issues, communication and leadership skills, and ethical awareness.

Objective 4: Quality of support for student development and faculty teaching excellence. The college will provide superior advising and career development to enhance student success, and will support teaching excellence by explicitly rewarding faculty for teaching innovations and high quality teaching performance.

Objective 5: Support for information technology. The college will support the advanced use of technology in instruction, including web-based course offerings, and the college will provide excellent information technology infrastructure and support for students and faculty.

Goal 2: Research: Foster an intellectual environment supportive of influential, leading edge research

Objective 1: Support for influential, leading edge research. The college will provide the required infrastructure to enhance research productivity and support growth of research output.

Objective 2: Rewards for faculty engaged in influential, leading edge research. The college will reward faculty producing relevant, leading edge research and scholarship as defined by departmental expectations.
**Objective 3:** Cultivate faculty research. The college will actively recruit and retain accomplished and diverse scholars with the potential to make important contributions to their disciplines.

**Objective 4:** Recognition of faculty producing influential, leading edge research. The college will recognize faculty engaged in relevant, leading edge research and scholarship. Academic departments will explicitly define research expectations for individual faculty.

**Goal 3:** Engagement: Strengthen external partnerships and global strategic alliances to inform research, enhance teaching, and develop approaches to solving real-world problems facing businesses, public policy-makers, thought leaders, and non-profit organizations.

**Objective 1:** Quality and number of external relationships. The College will improve the quality of its existing partnerships and seek additional partners whose interests best align with those of the College.

**Objective 2:** Inter-relationship of engagement and research. The College will use the engagement process to enhance its research and will promote the application of faculty research to improve business, economic and public policy decisions.

**Objective 3:** Inter-relationship of engagement and teaching. The College will provide opportunities for students to learn through solving real world problems and to develop external networks of role models and potential employers.