



Mission & Strategic Planning Committee (MSPC)

Charge: The development and maintenance of a clear and relevant mission for the College of Business Administration results from the college mission statement development and the review process is shown in Figure 1. Regular reviews and revisions to the college mission are an essential component of that process. Among other responsibilities, this committee is charged with periodic reviews of the mission statement. Reviews may be undertaken as needed, but no less frequent than once every five calendar years. The mission statement development, review, and revision process is shown in Figure 2.

The College of Business Administration strategic planning process is shown in Figure 3. The importance of strategic planning has enabled the college to consider more rational responses to environmental changes and uncertainty. Our college's mission defines its basic purpose, a definition of what we want to become in the long run while taking into account our college history, distinctive competencies, and the regional business environment.

Our vision statement defines our aspiration. Our educational objectives are derived from our mission statement, both the college and the university. They are guidelines for assessing the extent of achievement in accommodating the college's mission. They also are the basis for determining the extent that we are meeting our accreditation standards. Strategies are the broad approaches that our academic unit takes to achieve its objectives. Developing an academic strategy involves establishing how to position our college to create uniqueness in our educational business environment. Taking into account our organizational strengths and weakness sets the tone for strategic direction of the College of Business Administration.

The objectives and strategies contained in our strategic plan are converted into educational objectives and strategies. With this approach to strategic planning, the college is able to realize continuous improvement through unity and continuity of action. Figure 4 conceptualizes the college strategic plan.

The College Mission & Strategic Planning Committee is in charge of monitoring and revising the strategic plan for the college. The committee will review prior plans, identify major issues needing to be addressed within the next five years, and develop draft vision, mission, values, and goal statements. Mission statement development/revision will be in accordance with the attached Mission Statement Development Review and Revision Process Document. The committee should actively draw upon existing materials, other planning efforts, and any other existing resources to assure a coordinated and streamlined effort.

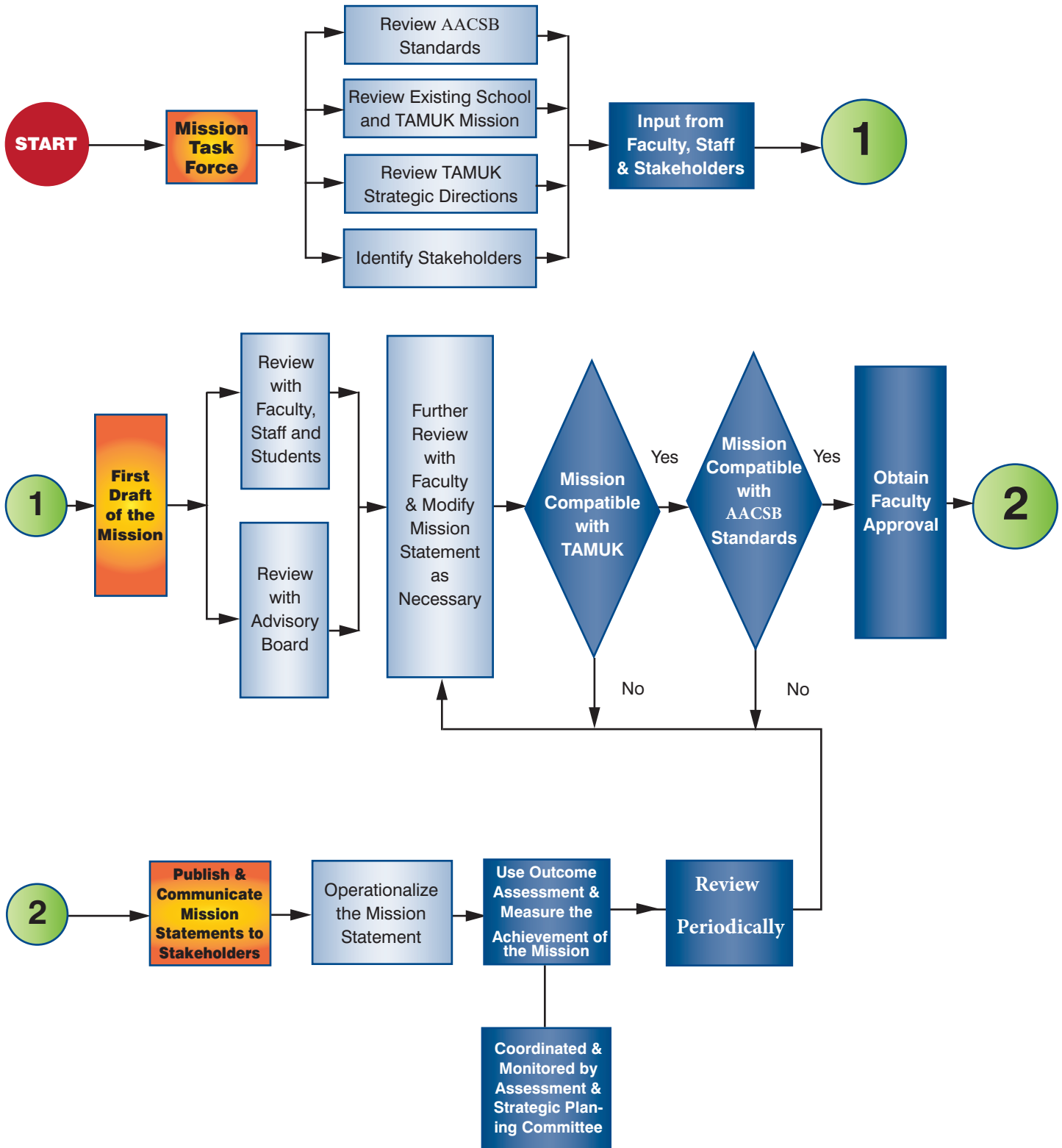
The Functions of the Committee Include:

1. Periodically reviews and updates the college's mission and strategic plan
2. Solicits input on the plan from the various stakeholders
3. Oversees implementation of the plan through review of progress toward goals
4. Produces annual strategic planning report

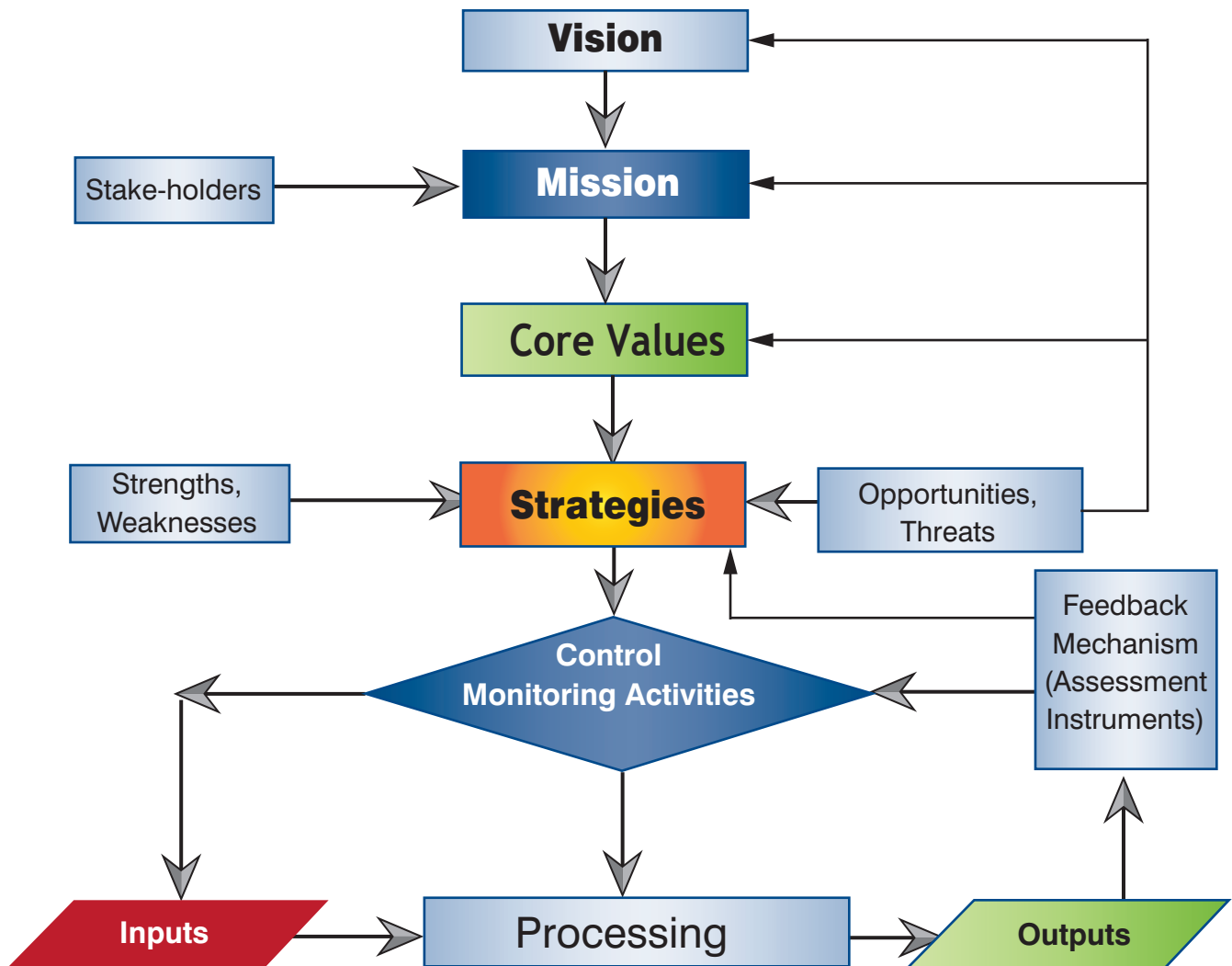
The committee will submit a report by the end of each academic year summarizing accomplishments, major issues discussed, and recommendations, if any, for special charges or changes to the charge. The report will typically be a computerized file.

The committee is composed of the dean and at least one member from each discipline within the college. Each member is appointed by the dean of the College of Business Administration for a two-year term. These members can be reappointed.

Mission Statement Development, Review and Revision Process



Strategic Planning Process



College Strategic Plan

