

**Strategic Intent.** To make NIU's College of Business the college of choice for learners, business, faculty, and staff.

**Strategic Objectives.** To accomplish our strategic intent, the college has developed the following objectives:

**STRATEGIC OBJECTIVE #1 – ONGOING:** To recruit learners and provide structured experiences that will give them a competitive edge by developing individual strengths which will expand their employment opportunities and enhance their career advancement potential.

- ***Undergraduate Business Outcomes Assessment:*** Business Communication, Business Ethics, Problem Solving, Technical Expertise (Common Business Knowledge "CBK"), Technological Expertise, Student Career Preparation, Undergraduate Learner Recruitment and Retention
- *Graduate Learner Recruitment*
- **COMPLETED RECOMMENDATIONS (Spring 2004):** Learner Retention – Academic Tradition

**STRATEGIC OBJECTIVE #2 – ONGOING:** To provide learners with high quality experiential learning opportunities that serve the needs of public- and private-sector organizations for improved business practices and applied business research while enhancing the knowledge of students, faculty, and working professionals.

- Experiential Learning

**STRATEGIC OBJECTIVE #3:** To create a professional physical environment that fosters learning and a sense of community for the College of Business.

- **COMPLETED ACTIONS (Spring 2004) AND ONGOING:** Facilities and Technology
- **COMPLETED ACTIONS (Fall 2002):** Physical Resources

**STRATEGIC OBJECTIVE #4:** To provide the resources for faculty and staff to discover, shape, and use the new fundamentals of business education and best business practices in performing research, teaching, professional service, and operations support activities.

- **COMPLETED RECOMMENDATIONS (Fall 2000):** Learning Organization

**STRATEGIC OBJECTIVE #5:** To promote a culture that recognizes and rewards the activities that support and advance the mission of the College of Business.

- **COMPLETED ACTIONS (1999) AND ONGOING:** Value-Added Culture
- **COMPLETED RECOMMENDATIONS (Fall 2000):** Internal Communication

**STRATEGIC OBJECTIVE #6:** To craft a comprehensive marketing strategy in order to elevate the image of the College of Business. *(New objective unanimously adopted and passed by the SPC VI during its March 19, 2003 meeting.)*

- **COMPLETED ACTIONS AND ONGOING:** External Image & College Marketing

**Core Strategy.** We will constantly strive to improve in all activities that support the mission of the College of Business and help it accomplish its strategic intent and strategic objectives.