MISSION: Who We Are

We are leaders in the design and delivery of transformational educational experiences through engaged learning, excellence in teaching, mission-driven applied and pedagogical scholarship, and service, with a rigorous program of study that produces graduates able to provide principled leadership in the global community.

VISION: What We Aspire to Be

We will prepare our graduates to lead extraordinary lives - with the skills and aspiration to make the future better for the organizations and communities in which they serve.

VALUES: What We Believe In

Excellence
We believe in the value of intellectual curiosity, rigor, critical thinking, and a shared commitment to excellence in teaching, scholarship, and service that makes a difference in the lives of our students and our community.

Community
We believe in the value of an inclusive community and respect the importance and contribution of all. We believe in a culture of service and collaboration and value stewardship, honesty and fairness, and we strive to ensure that these values guide our words and actions.

Transformation
We believe in the transformative value of the liberal arts combined with a cutting edge business education in providing the skills, values, and the vision that will enable our graduates to become leaders in the global community.

GOALS: How We Get There

A Transformative Educational Experience

Goal 1: Create an array of exceptional learning experiences that prepares graduates for successful lifelong careers, enabling them make positive contributions in a dynamic global business environment.

Goal 2: Create a culture of scholarship that demonstrates Elon’s commitment to attaining the highest academic benchmarks with an emphasis on enhancing learning, pedagogy, and mission-driven applied research that has relevance and impact in the organizations and communities we serve.

Building Community

Goal 3: Develop programs that demonstrate the LSB’s commitment to diversity and global citizenship, with an emphasis on the responsibilities and contributions that individuals and businesses can make in securing a sustainable future for all.

Securing the Future

Goal 4: Enhance and diversify the resources needed to strengthen and advance the mission of the LSB, its faculty, programs, and activities.
Goal 1: Create an array of exceptional learning experiences that prepares graduates for successful lifelong careers, enabling them make positive contributions in a dynamic global business environment.

Objective 1: Complete a review and revision of the business core that will establish the LSB as a national leader in engaged and experiential business education, ensuring that our students are able to perform at the highest levels of academic and professional achievement.

Action Items:

1. Create a structure to review and revise the core business curriculum. This structure would consist of the Strategic Planning Committee and other members representative of each department. This review and revision should get underway by the start of fall ‘14. All elements of the core are subject to review.

2. Explore alternatives to the current student perception instrument for use in course and instructor assessment. Such an alternative could be used in place of or as a supplement to current assessment methods.

Objective 2: Develop innovative instructional methods that focus on the integration of advanced technologies and Elon’s strengths in experiential learning that will signal the school’s stature as an emerging force in business education and establish the LSB as a school of national prominence.

Action Items:

1. Partner with the Office of Teaching & Learning Technologies, CATL, and others to explore, develop, and apply advanced learning technologies and instructional practices in the classroom.

2. Institute a process and system of trial classes that permit the testing of new methods, pedagogies, and technology in classroom application.

3. Provide funding and other resources that are necessary to ensure all faculty are fully capable of contributing to activities that ensure attainment of Goal 1.

Objective 3: Provide innovative degree programs at the undergraduate and graduate level that achieve national recognition in the delivery of exceptional engaged business education.

Action Items:

1. Develop distinctive graduate programs that build on the strengths of the LSB, serve the needs of students and employers, and enhance the reputation of the LSB as a national model for innovative business education. Possible programs include the MS in Management and MS in Accounting.
2. Conduct a review of minors within the LSB with consideration given to addition to and elimination of existing minors with an emphasis on those that enhance the school's reputation, build on its resources, and enhance the quality of its offerings.

Goal 2: Create a culture of scholarship that demonstrates Elon’s commitment to attaining the highest academic benchmarks with an emphasis on enhancing learning, pedagogy, and mission-driven applied research that has relevance and impact in the organizations and communities we serve.

Objective 1: Recruit, retain, and reward faculty who demonstrate excellence in teaching, scholarship, and service and a commitment to establishing the LSB as a national leader in transformative business education.

Action Items:

1. Implement new faculty mentoring procedures that clarify and enhance expectations regarding teaching, scholarship, and service.

2. Provide continuing opportunities for professional development of all Elon faculty and staff to ensure they remain at the forefront in the delivery of business education, capable of providing leadership in their classrooms and their profession throughout their careers.

3. Explore the creation of a professional advising position in the LSB with responsibilities for compliance with catalog requirements.

Objective 2: Expand opportunities and investments that will support the best undergraduate business research program in the nation, ensuring that LSB graduates are able to successfully compete for admission into the top graduate schools and selection by the most demanding employers.

Action Items:

1. Expand undergraduate research in departments across the LSB that will increase the number of student presentations at regional and national conferences.

2. Explore, develop, and deliver activities and classes, credit and not-for-credit, that will increase the percentage of LSB students who participate in service learning.

3. Provide classroom experiences, programs, and activities that exemplify the Elon teacher/scholar model in the delivery of a world class business education.
Goal 3: Develop programs that demonstrate the LSB’s commitment to diversity and global citizenship, with an emphasis on the responsibilities and contributions that individuals and businesses can make in securing a sustainable future for all.

Objective 1: Provide educational experiences that demonstrate our commitment to ethical, moral, and socially responsible decision making and our commitment to the communities in which we live and work.

*Action Items:*

1. Create and deliver across the curriculum activities and experiences that demonstrate the value and importance of ethical decision making, with an emphasis on issues that confront managers and businesses competing in a global market.

2. Create and support classroom experiences and service learning programs that will be recognized as a national model for social entrepreneurship, sustainability, and economic development at both the local and global level.

Objective 2: Create programs and opportunities for members of the LSB faculty and students that set a national standard for global study.

*Action Items:*

1. Provide scholarships and other resources that will ensure that 100 percent of our students have access to the experiential transformation of international study.

2. Provide global internship opportunities that will accommodate the needs of all students who wish to participate.

3. Design and deliver courses that incorporate virtual engagement and interaction with students and managers located abroad.

4. Triple the number of LSB undergraduates from abroad and develop programs and outreach activities that will attract international students to LSB graduate programs.

5. Identify and develop partnerships with universities abroad with whom the LSB might share and exchange students and faculty.
**Goal 4:** Enhance and diversify the resources needed to strengthen and advance the mission of the LSB, its faculty, programs, and activities.

**Objective 1:** Build a sustainable financial base to include gifts, endowments, sponsored research, and other funds.

*Action Items:*

1. Identify and seek funding for additional signature programs within the LSB in areas such as finance, ethics, international business, innovation, and economics.

2. Double the alumni contribution participation rate among LSB alumni and create an enhanced culture of philanthropy and tradition of supporting Elon and the LSB.

3. Explore, develop, and deliver activities that will increase opportunities for members of the LSB Board of Advisors to engage and interact with students.

**Objective 2:** Ensure that all LSB policies, units, and structures support the mission and strategic plan of the LSB.

*Action Items:*

1. Create a strategic planning committee to regularly review and revise all aspects of the strategic plan, to include existing objectives and action items and consideration of new items over the life of the strategic plan.

2. Encourage and support departmental initiatives that reflect, strengthen, and expand the LSB mission and strategic plan.

3. Prioritize and provide resources for all activities pursuant to the LSB mission and its strategic plan.

**Objective 3:** Invest in activities and programs that strengthen the brand, visibility, and awareness of the LSB as a leader in transformative business education.

*Action Items:*

1. Maintain and enhance activities and efforts that will support the recognition of the LSB in rankings of business schools, at the undergraduate and graduate level.

2. Explore the feasibility of a faculty/student ratio that is comparable to the LSB’s peer and aspirant schools.

3. Work with offices across campus to develop and deliver programs and activities that highlight the contributions of LSB alumni.