

Strategic Initiatives

Student Success

The nearly 28 million businesses in the United States are the backbone of our economy. They drive the development of products and services that improve quality of life – in our local communities, across the country and around the world. The wellbeing of the business community translates into the wellbeing of our nation. That's why we won't leave the future of business to chance. **We're reinventing business education to develop profession-ready future leaders and innovators.** We're known for graduating students who are eager to learn, work hard, persist through challenges, and lead by example. We will advance our future by cultivating student experiences that accelerate their performance as results-driven, socially responsible business men and women.

RECRUITING. We're rolling out a new recruiting process for attracting the best, brightest and hardest-working students.

Our enrollment is more than 3,500 undergraduate and graduate students, and we expect to serve **7,000 by 2020**, focusing in particular on recruiting high-achieving Oregon students as well as the most underserved.

We partner with our results-driven alumni, the OSU Honors College and other OSU programs that share our tradition of working hard to solve problems. We also partner with high schools, community colleges and industry.

- We'll create **scholarships, fellowships** and other **incentives** to support high-achieving students, including those with financial need.
- We'll open a **student recruitment center** in the College of Business that will allow us to increase awareness of the college and reach prospective students.
- We'll set up a **peer ambassador program** that leverages student leaders to attract and mentor both undergraduate and graduate students.
- We'll prepare high school students to work hard and earn success in college through a **summer program** in which they'll connect with peers and faculty.
- We'll establish a special **academy** creatively designed to jump-start the leadership ability of high school and community college students.

RETENTION SUPPORT. We're raising the bar on student retention, supporting our students in persisting to degree completion and job placement.

The greatest predictor of college completion is whether students return to college after completing their first year. Our goals are to have **94 percent** of our first-time students **return** for their second year and **70 percent graduate** on time. We focus on our students getting on track, staying on track and finishing strong, and bringing high value to the workplace when they graduate.

- We'll build out our first- and second-year student experiences with programs designed to **advance professional development** and **connect students** to each other and the college.
- We'll embed projects in all disciplines that provide students with **work experience** so they're **profession-ready** from the moment they leave the college with their degree.
- We'll offer **grants** to students to **fund their innovative projects and new ventures** to help our graduates become the next generation of startup leaders and job creators.
- We'll reinvent a **residence hall experience** to welcome students to the college and nurture innovation through facilities such as a high-tech makerspace.
- We'll provide **scholarships** that incentivize and reward students for solving problems that businesses and communities face throughout our region.

Achieving Distinction

The Oregon State University College of Business alumni network is extensive and world-class. Our alumni are hard-working leaders who span the state, nation and world. Our alumni lead by example through constant tides of change in business. They are ambassadors for the Beaver Nation. That's why we engage our alumni as we expand opportunities for our students to learn from those before them — professionals who have worked hard and persisted through challenges. We'll give more students the opportunity to be part of Beaver Nation.

We're known as a community that supports its own — Beavers helping Beavers. We will advance our future by building on our heritage.

REPUTATION ENHANCEMENT. We're elevating the value of an OSU business degree by spotlighting the success our programs and graduates have earned.

We're striving for big things by 2020: a **Top 10 ranking** for at least one of our programs; attaining an undergraduate enrollment comprised of **25 percent high-achieving students** (up from 7 percent currently); and a one-year **placement rate of 90 percent** for MBA graduates.

We can reach these goals with alumni engagement and programs that drive results.

- We'll launch a **graduate career services center** to accelerate the success of our graduates and connect them to a powerful network.
- We'll work to expand **faculty chairs, professorships and fellowships** to attract top researchers and teaching faculty to the college.
- We'll promote our signature programs and initiatives in **ethics, entrepreneurship, family business and diversity** that elevate our thought leadership.
- We'll tell the college's many stories of leadership, innovation and excellence as we build an ongoing **campaign to grow awareness and engagement.**
- We'll build community and engage in the conversation through our Dean's **lecture series, alumni speakers and compelling workshops.**

REGIONAL EXPANSION. We're building partnerships that will advance our recruitment, retention and reputation in key regional hubs with high concentrations of our alumni and prospective students.

To fulfill our access mission, we'll expand our footprint to include a broader range of learners. The college expects to **serve more than 2,000 students** (graduate and undergraduate combined) in markets outside Corvallis.

Our alumni are already a resource for our students; by 2020, we aim for a **50 percent increase in alumni engagement.**

- We'll develop a **College of Business Center in Portland** that can support the growth of our degree programs, recruitment efforts, alumni relations and corporate engagement.
 - We'll organize **regional activities** to advance our reputation and partnership opportunities with organizations and citizens throughout the Pacific Northwest.
 - We'll form **partnerships with companies and the community** to provide learning opportunities for our students forged around the goal of solving problems.
 - We'll cultivate **deeper relationships with our alumni and donors** to create a full spectrum of opportunities for engagement with our students and faculty.
 - We'll forge **relationships with regional community colleges** to pave additional pathways for students.
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