



# College of Business

## Strategic Initiatives

01.

---

# THE COLLEGE

About us and what we do.

---

## About the College of Business

Global business leaders consistently cite innovation as the single most important leadership competency of the future.

**Innovation is a *process*.**

It takes grit to methodically address a problem or pursue an opportunity from all angles. It's a process that we can – and do – teach.

We educate our students to **BE THE KIND OF PEOPLE THAT WE WANT TO WORK FOR** – people who work hard, earn success and lead by example as innovative, socially responsible and globally-minded business people.

02.

---

## OUR FOCUS

Student Success and Achieving Distinction.

---

## Student Success

Work-ready future leaders and innovators.

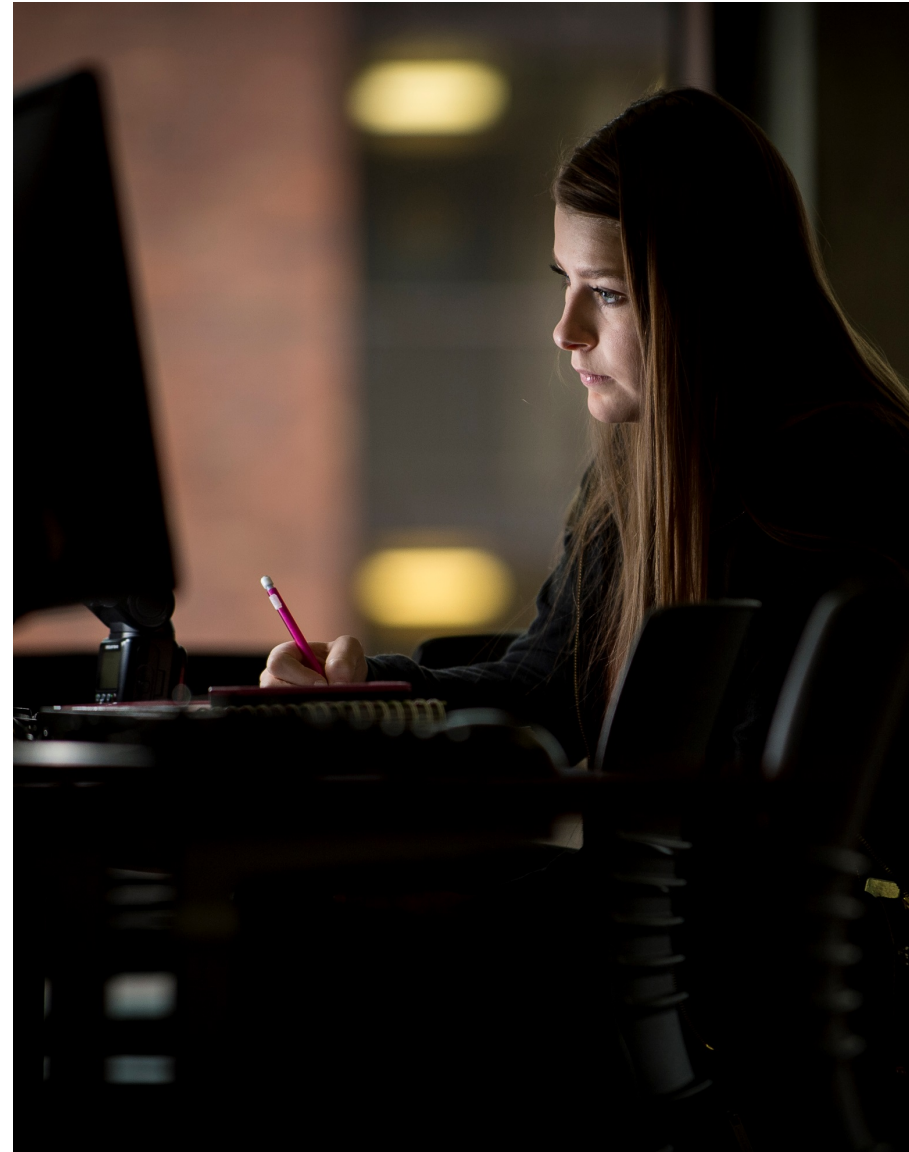
---

Students who are eager to learn, work hard, persist through challenges, and lead by example.

---

Experiences that accelerate student engagement and performance.

---



---

## Achieving Distinction

Engaged alumni who help advance our future by building on our heritage.

---

Expanded footprint to create access for a broader range of learners.

---

Elevated thought-leadership and greater awareness of our impact.

---



# 03.

---

## THE DETAILS

The 4 Rs – Recruiting, Retention, Reputation, Region

---

## Student Success

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

Create scholarships, fellowships and incentives

---

Open a student recruitment center

---

Set up a peer ambassador program

---

Prepare incoming students through summer program

---

Establish an academy to jump-start leadership ability

---

3,500 students in 2016

7,000 students by 2020





---

## Student Success

**Retention.** The College of Business will be a leader by raising the bar on student retention, supporting our students in persisting to degree completion and job placement.

Build out first- and second-year student experiences to advance professional development and connect students

---

Embed projects that provide students with work experience

---

Offer grants to fund their innovative projects and new ventures

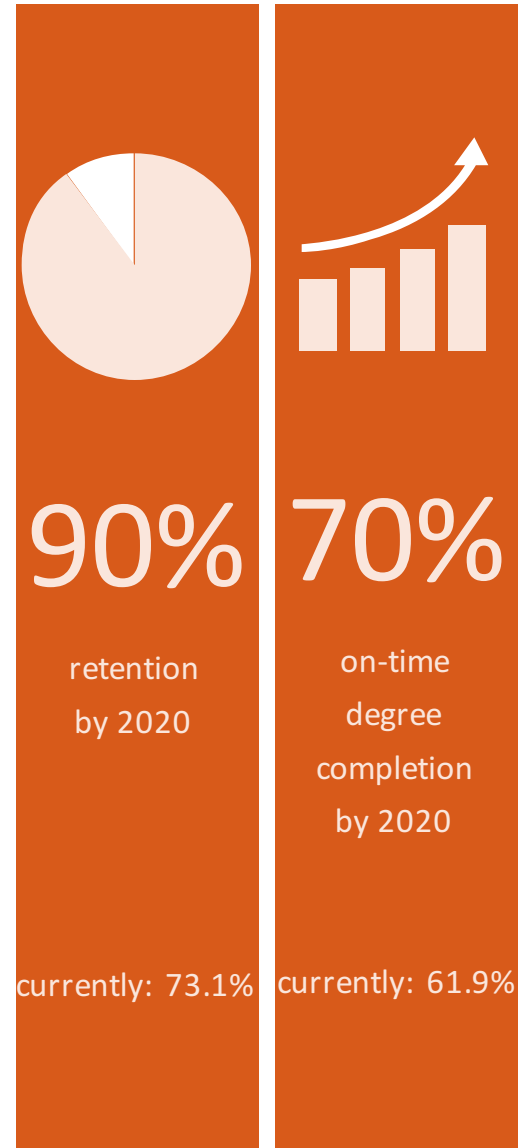
---

Reinvent the resident hall experiences

---

Provide scholarships

---



---

## Achieving Distinction

**Reputation.** The College of Business will elevate the value of an OSU business degree by spotlighting the success of our programs and graduates.

Launch a graduate career services center

---

Expand faculty chairs, professorships and fellowships

---

Promote signature programs in ethics, sales, entrepreneurship, family business and diversity

---

Grow awareness and engagement through ongoing storytelling and campaign

---

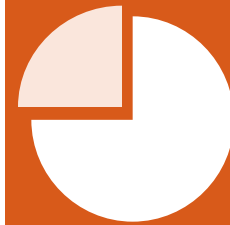
Build community through Dean's lecture series, alumni speakers and workshops

---



Top  
10

ranking for  
one program  
by 2020



25%

high-achieving  
students  
by 2020



90%

placement  
within 1 year  
by 2020

---

## Achieving Distinction

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

Develop a College of Business Center in Portland

---

Organize regional activities to advance reputation and partnership opportunities

---

Form partnerships with companies and the community

---

Expand relationships with our alumni and donors

---

Seek deeper relationships with regional community colleges

---



50%

increase in  
alumni  
engagement  
by 2020

2000

students  
outside  
Corvallis  
by 2020



currently: 288

04.

---

# THE IMPACT

Student success in action.

---

# Student Engagement

First year experience

---

The middle years

---

Supporting transfer students

---



---

## Student Engagement

**First year experience.** A living learning community, entrepreneurship programming, peer mentors, Fridays in Austin, Austin Fellow events, design-thinking challenges

---

**Middle years experience.** Dedicated Career Success Center, advising team, study abroad, clubs, Fridays in Austin, Close to Customer project, Austin Entrepreneurship Program, STAR (student taking academic responsibility)

---

**Supporting transfer students.** BA 170 Business Insights course, personalized advising, team-based design projects, Fridays in Austin, peer mentoring

---







# THANK YOU.

Mitzi Montoya, Ph.D.  
Sara Hart Kimball Dean

[business.oregonstate.edu](https://business.oregonstate.edu)