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

increase in alumni engagement by 2020
currently: 288

students outside Corvallis by 2020

50%
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