College of Business and Economics

STRATEGIC PLAN

MISSION

We prepare a diverse student body with a relevant, high-value education to succeed in their careers and positively impact their communities in greater Los Angeles and beyond.

VISION

We aspire to become the top-ranked business college in the California State University system, recognized nationally for propelling the social mobility of our students.

VALUES

Impact
We provide a transformative learning environment that fosters personal empowerment and prepares students to positively impact careers, families, and communities.

Growth Mindset
We provide opportunities for students, faculty, and staff to continuously improve personally, academically, and professionally.

Engagement
We provide a motivational learning experience that embraces creative methods for enhanced learning and a meaningful workplace for faculty and staff.

Diversity, Equity, Inclusion & Belonging
We cultivate an inclusive environment where all members of our community are valued and supported.

Community & Giving Back
We give back to Los Angeles and beyond by providing an innovative workforce, engaging with the broader community, and creating sustainable societal initiatives.

2021 – 2026 | Updated June 2024



STRATEGIC PRIORITY 1
Academic Excellence & Scholarship

- **Goal 1:** Improve the quality and quantity of publications in all categories of research (Basic, Applied, and Pedagogical).
- **Goal 2:** Encourage community-based, industry-driven curriculum and course development.

KEY INITIATIVES

» Elevate reputation for research and scholarship
» Enhance publication success through best practices
» Increase undergraduate and graduate student involvement in research
» Diversify faculty research across Basic, Applied, and Pedagogical categories
» Partner with industry to identify skills and knowledge gaps
» Create opportunities for student feedback on course modifications
» Empower faculty to integrate industry-driven activities/projects

STRATEGIC PRIORITY 2
Student Experience & Success

- **Goal 3:** Increase graduation rates for freshmen and transfer students.
- **Goal 4:** Decrease equity gaps in DFW rates and increase retention for underrepresented minority students.
- **Goal 5:** Improve career readiness and outcomes of all graduates.
- **Goal 6:** Maximize connections with Cal State LA alumni and global industry/community leaders.

KEY INITIATIVES

» Track warning signs and implement intervention for at-risk students
» Flexible schedules and modes; attendance incentives
» Identify and address high DFW rate courses by equity category
» Update curriculum for career-relevant proficiency skills
» Expand networking events, career fairs, and speaker series
» Engage student clubs to amplify reach across student groups

STRATEGIC PRIORITY 3
Welcoming & Inclusive College

- **Goal 7:** Create a diverse and inclusive experience throughout the college environment.
- **Goal 8:** Embed diversity, equity, inclusion, and belonging practices in instruction and curriculum.

KEY INITIATIVES

» Promote diverse in-classroom interactions enriching all students
» Create community-building events fostering belonging and connectedness
» Strengthen communication and feedback across all constituencies
» Increase DEIB best practices for students, staff, and faculty
» Enhance the graduate admissions experience
» Promote inclusive learning so all students feel represented and valued
» Attract and retain a diverse community of students, faculty, and staff

STRATEGIC PRIORITY 4
Engagement, Service, & the Public

- **Goal 9:** Increase the college's partnerships with the community.
- **Goal 10:** Increase student community engagement through service learning projects.
- **Goal 11:** Increase alumni involvement in the college.
- **Goal 12:** Increase the social media reach of the College of Business & Economics.

KEY INITIATIVES

» Build and track community partnerships in a database
» Identify classes for service learning conversion; incentivize faculty
» Partner with Alumni Association; increase alumni engagement events
» Monitor alumni involvement through exit surveys and newsletters
» Centralize social media management across platforms
» Establish relationships with student clubs' social media accounts