

VISION

To redefine business and transform lives.

MISSION

To create positive social, ecological, and economic impact through inclusive, transformative learning and meaningful research.

VALUES

- Passion
- Real-World Engagement
- Inclusion & Diversity
- Nurturer of Connections
- Transformation

COMMUNITY GOALS

- Job Readiness
- Diversity & Inclusion
- Experiential & Community-Based Learning
- Inclusive & World-Class Research
- Brand Reputation

VALUE PROPOSITIONS

- Essential business mindset and tools for the greatest social impact*
- Passionate commitment to diversity and inclusion*
- Compelling and relevant research for industry and community*
- Leader in community-embedded experiential learning*
- Lifelong access to learning and career support
- Active and engaged network for life

** Areas of differentiation*

STRATEGIC INITIATIVE 1:

Bridge from Classroom to Career

Engage students and employers in mutually beneficial opportunities to establish The SB as a top talent pipeline.

- Program 1: Student readiness
- Program 2: Employer readiness
- Program 3: CO-OP

STRATEGIC INITIATIVE 2:

Student and Alumni Success

Offer the tools, services and support necessary to empower students and alumni to reach their full potential.

- Program 1: Customized advising - academic and career goals
- Program 2: Vibrant student and alumni communities
- Program 3: Retention
- Program 4: Financial literacy

STRATEGIC INITIATIVE 3:

Education 4.0

Implement student-centric contemporary curriculum that leverages technology and applied learning to enable students to acquire 21st century skills.

- Program 1: Exceptional experiential/community-based local/global learning
- Program 2: AoL - Curriculum continuous improvement through longer-term engagement with faculty
- Program 3: Skills-based certificate program leadership, strategy and resourcing
- Program 4: Emotional intelligence (EI) skills 410/510 course for all SB students and a coaching workshop for staff and faculty
- Program 5: Hot topics courses support relevance and currency of curriculum and delivery



STRATEGIC INITIATIVE 4:

Teaching Excellence

Develop a community of educators who pursue transformational teaching outcomes through innovative approaches.

- Program 1: Teaching excellence survey and workshops/speaker series
- Program 2: Annual special projects fund for teaching excellence
- Program 3: Develop and deploy psychometrically-sound teaching evaluation survey tool
- Program 4: Develop and maintain dashboard view for Teaching Evaluation survey data

STRATEGIC INITIATIVE 5:

Inclusive Business

Foster an inclusive culture and support network to bolster underserved populations, who are leading the future of business.

- Program 1: Underserved student access and success
- Program 2: Faculty and staff DEI awareness, implementation, and culture change
- Program 3: Strategic diversity hiring
- Program 4: Scholar in residence (long-term relationships)
- Program 5: Targeted recruiting - PhD Project Conference

STRATEGIC INITIATIVE 6:

Socially, Ecologically and Economically Relevant Research

Support and disseminate SB research to heighten impact, relevance and reputation.

- Program 1: Scholarly engagement grants
- Program 2: Summer funding for research-active faculty
- Program 3: Course releases granted for projects, rotated through faculty
- Program 4: Additional student worker support for all research active faculty
- Program 5: Additional Portland professorships or research fellowships each year
- Program 6: Quarterly research brown bag series
- Program 7: 5+ research translations per year and pitched to press
- Program 8: 1 Distinguished speaker per year
- Program 9: Visiting scholars

STRATEGIC INITIATIVE 7:

Community Vitality

Engage external stakeholders in high impact, meaningful ways from the foundation of a healthy internal community.

- Program 1: Strategic partnerships
- Program 2: Alternative revenue streams - new curricular offerings, paid events
- Program 3: 100% faculty and staff onboarding
- Program 4: SB Sense of Community Survey: faculty/staff fun and respect

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