



The School of Business

PORTLAND STATE UNIVERSITY

# *STRATEGIC PLAN*

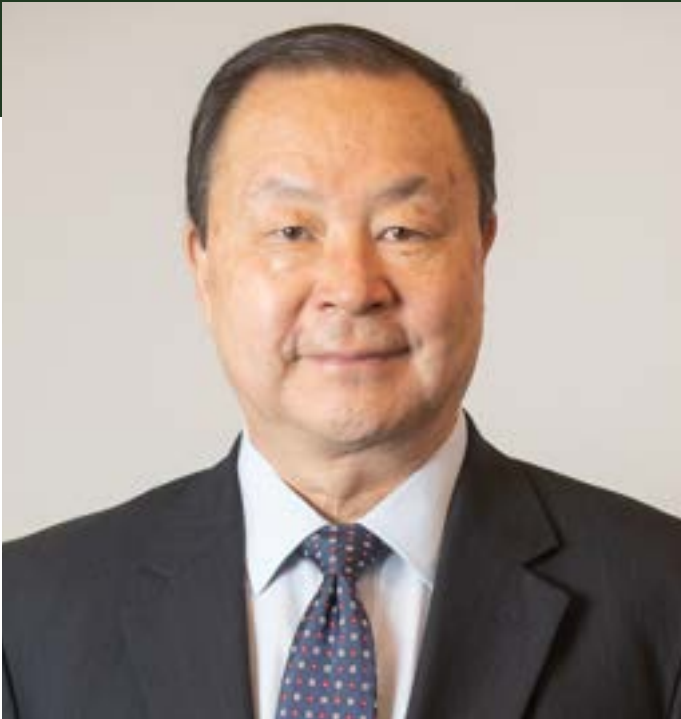
# 2030



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# **WELCOME FROM DEAN HU**



At The School of Business, our commitment to student success, academic excellence, and community engagement is stronger than ever.

As we look to the future, this strategic plan lays out a bold vision: to transform lives and redefine business for a better world. Rooted in our mission and values, it reflects our belief in the power of education to drive positive change—for individuals, organizations, and society.

Guided by the City is our classroom, this plan builds on our strengths and focuses our efforts across four key areas: student success, transformative learning, community engagement, and sustainable growth. From expanding career pathways and experiential learning to deepening partnerships and embracing innovation, we are taking intentional steps to empower our students and strengthen our impact.

I invite you to explore this roadmap and join us in advancing a more inclusive, connected, and forward-thinking business school. Together, we will continue to shape the future of business—rooted in access, belonging, discovery, connection, and ethics.

A stylized, handwritten signature in dark ink, likely belonging to Dr. Qing Hu.

**Dr. Qing Hu**  
Marilyn and Gerry Cameron Dean, The School of Business



# VISION

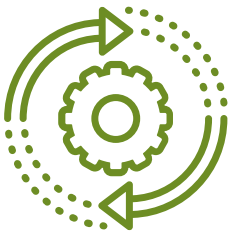


To transform lives and redefine business for a better world.

# MISSION

We empower learners with the confidence, knowledge and skills to thrive in a rapidly changing world, using the City as our classroom.

Through transformative learning, impactful research, industry partnerships, and community engagement, we create positive social, environmental, and economic impact.



Transformative  
Learning



Impactful  
Research



Industry  
Partnerships



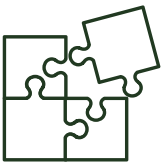
Community  
Engagement

# VALUES



## Access

We strive for equitable, affordable pathways to higher education. Our academic and support programs promote career readiness and economic mobility for all students.



## Belonging

We foster an environment where all individuals feel valued, supported, and essential to our collective success.



## Connection

We cultivate professional networks that bring students, staff, faculty, and community partners together. We are a hub for career networking and development.



## Discovery

We are committed to innovative research that addresses global business challenges. We endorse a culture of curiosity, questioning, testing assumptions, and exploring new ideas.



## Ethics

We emphasize decision-making grounded in integrity, social consciousness, and environmental responsibility.

# ***STRATEGIC FRAMEWORK 2030***





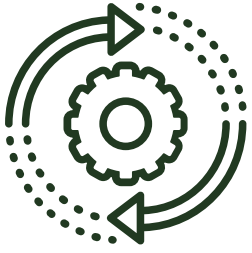
# ***STRATEGIC PRIORITY: STUDENT SUCCESS***

Provide students with the right resources and support to navigate barriers that may arise during their university experience and to build the critical skills necessary for career success.



## **STRATEGIC INITIATIVES**

- 1.1** Strengthen our recruitment efforts at the graduate and undergraduate levels.
- 1.2** Support our students through scholarships, hardship and remission awards.
- 1.3** Improve student engagement, retention and graduation rates.
- 1.4** Strengthen the Career Center's capacity and impact.
- 1.5** Improve student internship, employment and earnings outcomes.



# ***STRATEGIC PRIORITY: TRANSFORMATIVE LEARNING***



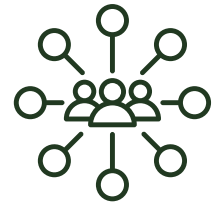
Cultivate a continuously evolving, student-centric curriculum that leverages technology, artificial intelligence, and experiential learning to enable students to acquire 21 st -century skills, address societal challenges, and foster a lifelong learning mindset.

## **STRATEGIC INITIATIVES**

- 2.1** Ensure continuous curriculum improvement through ongoing engagement with faculty.
- 2.2** Foster exceptional experiential learning, both locally and globally.
- 2.3** Deploy cutting-edge pedagogies to address pressing societal challenges.
- 2.4** Offer skills-based certificates, micro-credentials, and executive education to address evolving industry needs and promote lifelong learning.



# ***STRATEGIC PRIORITY: COMMUNITY ENGAGEMENT***



The City is our classroom, and The School of Business is a hub for urban opportunity—connecting academic learning with innovation, collaboration, and real-world problem solving. As the region’s only public urban campus, we leverage our unique connection to Portland’s vibrant entrepreneurial business community to cultivate a supportive environment where future leaders thrive.



## **STRATEGIC INITIATIVES**

- 3.1** Cultivate our internal community through comprehensive onboarding, training, and professional development for faculty and staff, promoting a community of care and fostering a sense of belonging.
- 3.2** Strengthen relationships with other units across PSU, developing collaborative and value-added programs (4+1s & dual degrees).
- 3.3** Drive transformative partnerships with businesses, nonprofits, government, NGOs, and other universities to amplify societal impact and create shared opportunities.
- 3.4** Elevate alumni connections and mentorship, empowering alumni to engage meaningfully, support current students, and strengthen lifelong ties to The School of Business.



# ***STRATEGIC PRIORITY: IMPACTFUL RESEARCH***

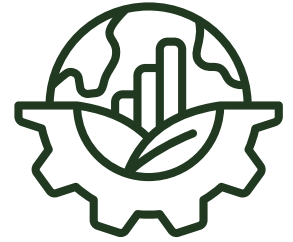


Create and disseminate knowledge to heighten the impact, relevance, and reputation of our faculty.

## **STRATEGIC INITIATIVES**

- 4.1** Support the development of cutting-edge business research that addresses real-world challenges.
- 4.2** Produce world-class research published in top-tier journals, presented at major academic conferences, and show engagement in the academic community through editorial boards and leadership roles.
- 4.3** Develop a vibrant research community that promotes collaboration across disciplines and facilitates feedback.
- 4.4** Ensure our research is disseminated to different audiences, including students, academics, practitioners, and policymakers.
- 4.5** Enable research that helps mitigate some of society's most pressing economic, social, human, and environmental problems.

# ***STRATEGIC PRIORITY: SUSTAINABLE GROWTH***



Drive growth through innovative academic programs, elevated brand awareness, and increased global reach, while ensuring financial sustainability.



## **STRATEGIC INITIATIVES**

- 5.1** Nurture an inclusive business culture through education, research, community engagement, and collaboration.
- 5.2** Sustain and increase fundraising efforts to support our mission and strategic priorities.
- 5.3** Build and promote our brand locally, nationally, and internationally.
- 5.4** Foster meaningful global engagement that promotes growth, enhances cultural diversity, and creates international opportunities.
- 5.5** Advance efficient operations, transparent financial planning, and effective resource allocation.



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