

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.

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.

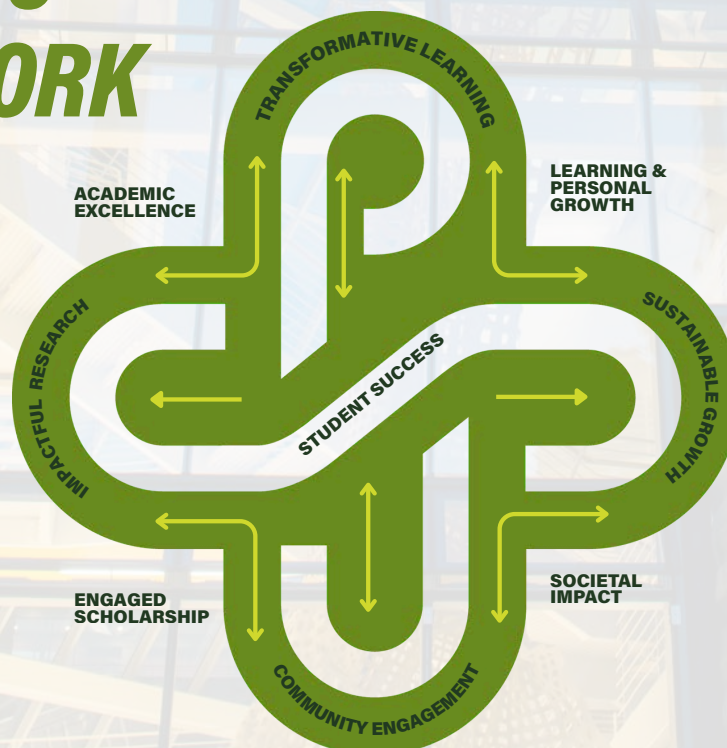
BELONGING: We foster an environment where all individuals feel valued, supported, and essential to our collective success.

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



STRATEGIC PRIORITIES AND INITIATIVES

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.

- 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.

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

- 2.1. Ensure continuous curriculum improvement through ongoing engagement with faculty.
- 2.2. Foster exceptional experiential learning, both locally and globally.
- 2.3. Create a technology-infused curriculum that prepares students for careers of the future, including artificial intelligence.
- 2.4. Offer skills-based certificates, micro-credentials, and executive education to address evolving industry needs and promote lifelong learning.

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.

- 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 (e.g., 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.

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

- 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.

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

- 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.

