

MISSOURI SOUTHERN

STATE UNIVERSITY

THE ROBERT W. PLASTER SCHOOL OF BUSINESS

2024-2029 Strategic Plan

The Plaster School of Business 2024-2029 strategic plan builds on the accomplishments of our past and extends our commitment to quality academics, student success, faculty excellence, and community involvement. Our plan aligns with the Missouri Southern State University mission and 2023-2028 Strategic Plan. This strategic plan is a living document that will evolve over time.

Goal 1: Promote academic excellence

- Assure standards of excellence
 - Maintain and pursue specialized business school accreditation of undergraduate and graduate programs
 - Teach ethical and professional behavior
- Regularly review and improve curriculum relevance and quality
 - Execute comprehensive learning outcomes and curriculum review and make documented adjustments
 - Solicit course/program improvement feedback from Business and Student Advisory Committees
 - Create innovative in-demand new programs
- Incorporate classroom innovation
 - Develop new teaching strategies and technologies to enhance learning and accessibility
- Support faculty and staff excellence
 - Retain qualified faculty and staff
 - Implement a faculty mentoring program
 - Encourage and support mission-appropriate research and professional development activities

Goal 2: Emphasize student success and career readiness

- Foster a culture of caring
 - Support student belonging
- Provide quality career advisement
 - Increase student and faculty participation rates at career-oriented events
 - Utilize professional resources to prepare students for their careers
- Incorporate immersive learning experiences
 - Offer industry immersion experiences
 - Provide students with international education experiences

Goal 3: Cultivate and promote community engagement

- Engagement within the campus community
 - Organize faculty/staff/student college-wide social events
- Engagement within the broader community
 - Provide academic and educational experiences

- Foster economic development through training programs/courses developed for the community, either independently or in collaboration with the Small Business Development Center
- Develop a collaborative marketing plan