

# TRANSFORMING LIVES

Through Impactful Business Education

**2024-2030**

**J. A. ALBERTSON**



## A Letter From the Dean

As I am starting my second year as Dean of the College of Business and Economics, I want to thank you for welcoming me into the Vandal family. It has been a pleasure to meet so many of you. Also, thank you for sharing your passion for the College of Business and Economics and the University of Idaho and for providing your input on the college.

In response to the engagement and feedback of the College's many stakeholders, including alumni, faculty, staff, advisory boards, students, university leadership, and the Idaho business community, I am pleased to share the strategic future of the College of Business and Economics, Transforming Lives through Impactful Business Education. Transforming Lives is meant to be an agile map of the College's strategic future through 2030, adjusting for the University's plan and the complex landscape of higher education.

I invite you to join us on this exciting journey as we work together to achieve our shared vision of promoting a bright future for Idaho through a substantial positive economic and social impact. Your support and collaboration are invaluable as we embark on this transformative path toward a future of continued excellence and innovation.

Stay tuned for annual updates on the execution and success of Transforming Lives in Idaho and beyond.

Sincerely,

A handwritten signature in black ink that reads "Lisa M. Victoravich".

Lisa M. Victoravich, Ph.D.  
Dean | Professor of Accounting

## Vision

*We aim to ignite the spirit of explorers.*

Through transformative business education, we aspire to cultivate the next generation of business leaders, by fostering innovation, resilience and knowledge creation to promote a future of business with a substantial positive economic and social impact.

## Mission

The University of Idaho's College of Business and Economics is Idaho's premier business school.

We embody the principles of our land-grant mission to address societal challenges and to empower communities through education, outreach and engagement. We advance knowledge through innovative and impactful research.





## Innovation

We lead state and regional transformation through dynamic curriculum, pioneering research and novel initiatives, fostering an innovative culture and entrepreneurial mindset among our students, faculty, staff and broader community.



## Sustainability

We embrace our connection and responsibility to the natural world. Our integrative approach to sustainability creates transformational learning opportunities and equips leaders with the tools to creatively solve critical societal and global issues.



## Respect and Collaboration

We cultivate a thriving community where every individual contributes to building a richer experience. Our emphasis on a respectful and inclusive environment supports productive collaboration across diverse communities and perspectives.



## Civic Engagement and Outreach

We believe in the power of civic engagement and strive to empower our students, faculty and staff to actively participate in the betterment of society. We prioritize the health, well-being, creativity, happiness and productivity of Idaho's citizens and beyond.



## Academic Excellence

We deliver nothing less than excellence and set new standards in business education through experiential and integrated experiences. Our dedication is fueled by a deep appreciation for intellectual curiosity, and we foster a community that encourages exploration, critical thinking and a lifelong passion for learning.



## Integrity

We are committed to promoting honest, transparent and ethical decision making in business, our classrooms and our communities.



## OBJECTIVE 1

**Vandals are not just students; they are future leaders empowered to navigate the complexities of the business world with confidence and integrity – poised to make a lasting impact on society.**

## Holistic Student Journey

### ACADEMIC Journey

Every student will embark on an academic journey that is integrated, market-relevant, experiential and provided by faculty who are current with today's business trends and passionate about their students.

### PROFESSIONAL Journey

With each networking event attended, workshop embraced, and mentorship seized, the CBE professional development roadmap will ensure students gain real-world experience and refine their strengths.

### PERSONAL Journey

Proudly, CBE students come from various backgrounds, making it imperative for us to promote a culture and support structure that enables a sense of belonging, promotes introspection, ignites exploration and cultivates resilience.



**Cultivating meaningful research and innovation isn't just about creating success stories; it's about empowering future leaders to drive positive change, innovate solutions and shape a better world for future generations.**

## *Foster Meaningful Knowledge Creation and Innovation*

### **SUPPORT DEVELOPMENT**

Provide internal growth opportunities like mentorship programs, one-semester sabbatical leaves and research colloquiums.

Support external growth opportunities for the professional growth of our community.

### **PROMOTE AND CAPTURE IMPACT**

Create and adopt a recognition system that values knowledge creation, external grant funding, cross-disciplinary partnerships and business innovation.

### **IMPACTFUL INNOVATION**

Enhance our entrepreneurial ecosystem to drive economic growth and creatively address issues facing Idaho and beyond.

## *Cultivate a Community of Collaboration and Transparency*

**OBJECTIVE**

**3**



***“Alone we can do so little; together we can do so much.”***

— Helen Keller

### **LEADERSHIP COMMITMENT**

Culture change begins at the top. CBE leaders will demonstrate a strong commitment to cultural vibrancy. We live out our values and encourage participation in cultural transformational efforts.

Sustaining momentum will remain a priority by embedding cultural change.

### **PROMOTE COLLABORATION**

Create and adopt a recognition system that values knowledge creation, external grant funding, cross-disciplinary partnerships and business innovation.

### **OPEN COMMUNICATION**

Leadership will communicate consistently and clearly regarding organizational priorities, the decision-making process, feedback and clear expectations for performance.



## Sustainable Resource Generation

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### PHILANTHROPY

The Vandal community runs deep, and we must cultivate and engage the next generation of guest speakers, board members and donors to support each student's holistic journey.

### PROGRAMMATIC GROWTH

CBE's innovative mindset led us to launch two new online programs with seed funding from the President's Office. This funding enabled us to create, launch and hire new faculty for our high-touch and market-relevant Bachelor of Business Administration and Master of Business Administration Programs. We will continue to foster the growth of these programs to attract students and develop a funding source to support our students and faculty and to drive continued innovation.

With additional faculty capacity due to online program fee revenue, we will explore new, relevant programmatic offerings to Idaho and beyond.

### EXTERNAL PARTNERSHIPS

Engaging in partnerships with industry, the community and other educational institutions is crucial for the CBE to provide accessible, high-quality education to all students.

CBE faculty engage in cross-disciplinary research in innovation, entrepreneurship, technology and the philosophy of science. We will support and award our faculty to secure and effectively manage external grants to advance meaningful contributions to industry, society and academia.



## OBJECTIVE

# 5

# Honor Success

### Success left

**unrecorded is like a symphony played in silence – its brilliance fades, its impact lost forever. To celebrate success, it must first be captured, then shared, and thoughtfully celebrated.**

## CAPTURE

Develop a culture that systematically encourages students, faculty, staff and alumni to share their small wins and major milestones. Success sharing will enable leadership to recognize these achievements.

## SHARE

Engage in storytelling, harness social media and develop formal pathways to share success stories to promote awareness of the achievements of our community members.

## CELEBRATE

Utilize multiple avenues to celebrate success including formal recognition ceremonies, public acknowledgement and personalized appreciation by leadership.

# Scorecard



# 1

## HOLISTIC STUDENT JOURNEY

### OBJECTIVE      SUCCESS METRIC

Academic	Significance of curricular innovations - impact, relevance, and quality
Professional	Career outcomes - placement %, starting salary, internship participation rate
Personal	Student survey, scholarships awarded to alleviate financial burden

# 2

## MEANINGFUL KNOWLEDGE CREATION

### OBJECTIVE      SUCCESS METRIC

Faculty Development	Grant funding, # intellectual contributions and citations
Promote/ Capture Impact	Sharing with peers and stakeholders - # posts, press releases, media coverage
Innovation	# start-ups/successful grants/competition success

# 3

## COMMUNITY OF COLLABORATION AND TRANSPARENCY

### OBJECTIVE      SUCCESS METRIC

Foster Community	Faculty/staff survey
Promote regular feedback and open communication	Faculty/staff survey

# 4

## SUSTAINABLE RESOURCE GENERATION

### OBJECTIVE      SUCCESS METRIC

Fundraising	Dollars raised, # donors, impact
Programmatic Growth	Stable BBA/MBA revenue, community college partnerships, new programs
External Partnerships	# external partnerships/# new board members

# 5

## HONOR SUCCESS

### OBJECTIVE      SUCCESS METRIC

Establish regular and meaningful engagement to share and celebrate success.	Formal avenues of recognition - monthly and annual celebration ceremony
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J. A. ALBERTSON



University of Idaho

College of Business  
and Economics