

CoB's Mission Statement Completely Overhauled

Most of the Work Done During Summer 2007, While Faculty Were Away

While most CoB faculty were away, the CoB's Mission statement was revised at least two times during the summer of 2007. The proposed *new* Mission was circulated via e-mail on 23-Aug-07 by Interim Dean Alvin Williams, and a copy of it appears at the end of this report. Williams' e-mail also notified faculty that the CoB will vote on accepting/rejecting the proposed *new* Mission statement at its fall 2007 meeting (held on 31-Aug-07).

As USMNEWS.NET readers will recall, the original Mission -- "Developing Careers" -- was put together by former CoB Dean Harold Doty. A recent installment in the USMNEWS.NET series 1979 pointed out that the 1979 CBA had what was essentially the same Mission statement (as Doty's). That report also indicated, as Williams' e-mail of 23-Aug-07 did, that the CoB's AACSB Peer Review Team believed that the 2-word Mission statement lacked the substance necessary to convey all of the things the CoB is, or at least should be, doing for all of its constituencies.

As the insert below shows, Doty's original 2-word (18 characters, with spaces) hiccup has transformed into a 50-word (370 characters, with spaces) paragraph.

VISION AND MISSION STATEMENT FOR COLLEGE OF BUSINESS AT THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Vision: To become the leading agent for career development in Mississippi and along the gulf coast.

Mission: Our purpose is to provide a range of educational products, services, and resources that advances the careers of our students, faculty, and staff, and increases career opportunities in the regional business community. We accomplish our mission by building skills, fostering intellectual contributions, and promoting business growth and entrepreneurial activity.

We will implement our mission by focusing on the listed actions, opportunities and outcomes for specific constituencies that follow:

Students:

- Supporting an infrastructure that helps students find initial professional employment.
- Helping students acquire the functional skills necessary to be competitive in the job market for the student's selected field.
- Helping students develop an understanding of the managerial skills necessary to successfully move from entry-level positions to supervisory and managerial positions.

- Nurturing an appreciation of the life-long learning skills and career management techniques necessary for a successful career as an upper level manager or business entrepreneur.

Faculty:

- Providing the opportunities and resources necessary for the development of individual faculty careers within higher education.
- Generating opportunities in the regional business community that enhance a faculty member's ability to engage in the scholarship of discovery, application, and teaching.
- Facilitating efforts to produce intellectual contributions that advance the knowledge and practice of business and enhance the scholarly reputations of individual faculty members and our college.

Staff:

- Creating growth opportunities that allow skill enhancement necessary for career advancement both within the university and within the business community.
- Encouraging the timely vertical progression of staff members within the university.

Business Community:

- Increasing the number of career opportunities for all constituencies by facilitating the growth of existing businesses in the region
- Increasing the number of career opportunities for all constituencies by encouraging the entrance of new businesses in the region.
- Fostering entrepreneurship and related activities to support the creation of new businesses and jobs in the region.
- Providing a range of educational products and services to the regional business community.

Adopted 8/22/03; revised 9/5/06; 3/12/07; 6/29/07; 8/9/07