

LUKENDA SCHOOL OF BUSINESS STRATEGIC PLAN (2020-2025)



[Lake Superior State University Strategic Plan](#)

MISSION

To create learning communities that motivate, guide, educate, and connect.

VISION

To be recognized as a premier undergraduate business school dedicated to student-centered learning and educational excellence.

CORE VALUES

- ◇ Creativity
- ◇ Innovation
- ◇ Entrepreneurial Spirit
- ◇ Ethical leadership
- ◇ Respect

Key Strategic Objectives

1. Improve Educational Effectiveness and Student Success

- ⇒ 1.1 Goal: Monitor results of knowledge-based assessment in business
- ⇒ 1.2 Goal: Monitor 6-year graduation rates
- ⇒ 1.3 Goal: Create opportunities for collaboration across programs

3. Maintain Relationships with External Partners

- ⇒ 3.1 Goal: Hold semi-annual Professional Advisory Board Meetings
- ⇒ 3.2 Goal: Host annual senior dinner
- ⇒ 3.3 Goal: Maintain network with local and regional organizations

2. Increase High-Impact Educational Experiences in Degree Programs

- ⇒ 2.1 Goal: Maintain student clubs
- ⇒ 2.2 Goal: Encourage internships and independent studies
- ⇒ 2.3 Goal: Encourage experiential learning in the classroom

4. Increase Visibility and Enhance Position To Target Audiences

- ⇒ 4.1 Goal: Host prospective students
- ⇒ 4.2 Goal: Generate and distribute semi-annual LSB newsletter to stakeholders
- ⇒ 4.3 Goal: Maintain LSB website