CENTRAL CONNECTICUT STATE UNIVERSITY
SCHOOL OF BUSINESS

STRATEGIC PLAN

2025 - 2028

SCHOOL OF BUSINESS
CENTRAL

AACSB ACCREDITED

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Preparing Students to Lead, Innovate, and Make an Impact

OUR PURPOSE

Central's School of Business provides affordable, high-quality, and transformative educational experiences that prepare students from diverse backgrounds for career success and meaningful contributions to society. Through strong partnerships, dedicated faculty, and a student-centered approach, we empower graduates to thrive in an evolving workforce and create positive change in their communities.

OUR VISION

We envision a better world shaped by our graduates—individuals driven by purpose, innovative thinking, and the resilience to lead in a rapidly changing global environment.

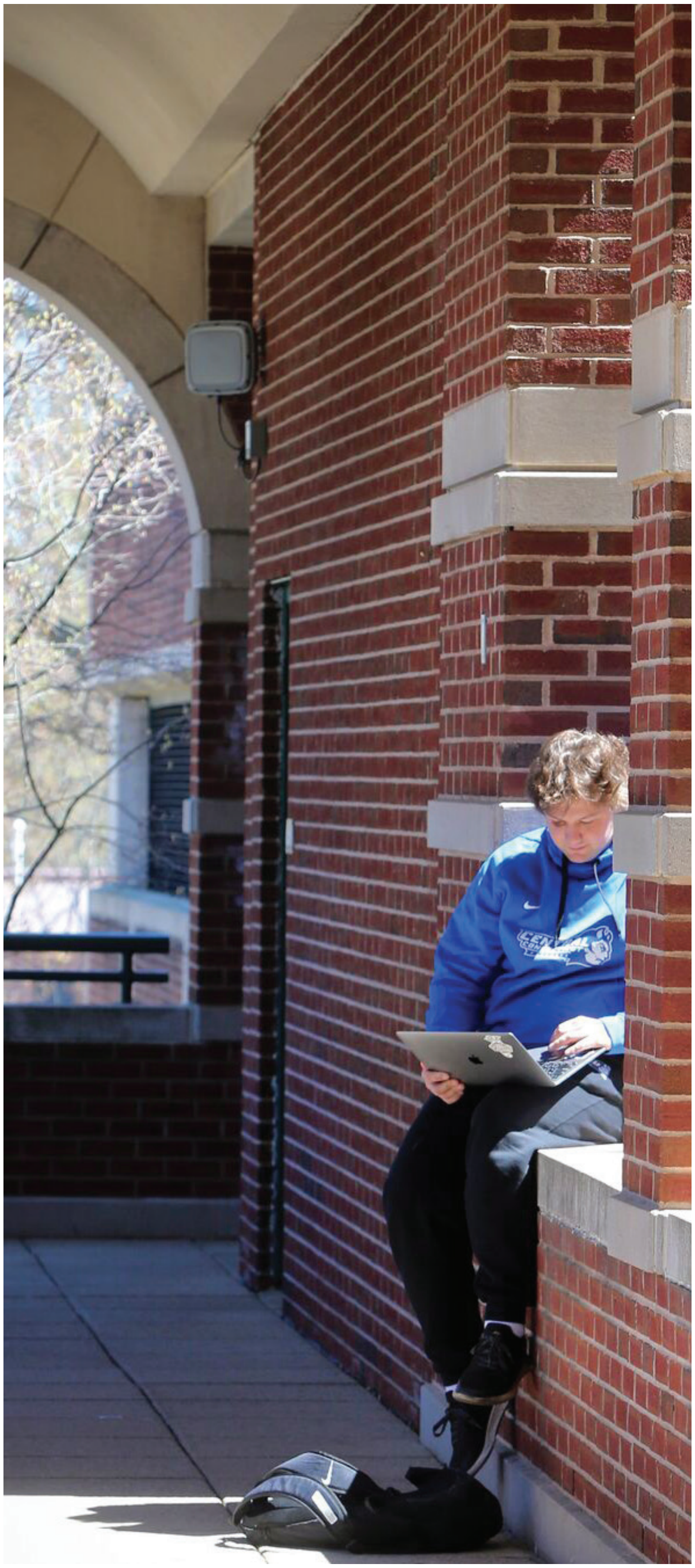
OUR CORE VALUES

Student-Centered. Student success is at the heart of everything we do. By blending rigorous academic foundations with practical, real-world applications, we create transformative learning experiences that empower students to thrive in their careers and contribute meaningfully to an increasingly complex world.

Agile and Responsive. We embrace innovation and continuous improvement. By anticipating change and responding to emerging trends in business, technology, and society, we ensure our programs remain relevant, forward-looking, and impactful.

Community Engaged. We believe that learning extends beyond the classroom. Through partnerships with businesses, nonprofits, alumni, and community organizations, we create opportunities that strengthen communities while enriching student learning and professional development.

Integrity and Ethics. We are committed to the highest standards of ethical behavior, professionalism, accountability, and respect. We prepare principled leaders who make responsible decisions and contribute positively to their organizations and society.



Our Commitment

Central's School of Business remains committed to providing an accessible, affordable, and transformative business education. Through innovation, partnership, scholarship, engagement, and continuous improvement, we prepare future leaders who create value for organizations, contribute to their communities, and positively influence society. Consistent with its mission as a teaching-focused institution, the School supports applied, pedagogical, and discipline-based scholarship that advances business knowledge, improves practice, strengthens workforce development, and enhances student learning.

Together, we prepare students for success, strengthen communities, and shape the future of business.

How the Plan Was Developed

The 2025–2028 Strategic Plan was developed through an inclusive strategic-planning process that engaged students, faculty, staff, alumni, business leaders, and community partners. Stakeholder surveys, environmental scanning, competitor analysis, AACSB continuous improvement recommendations, and alignment with university priorities and Strategic Plan 2030 informed the plan's development. This collaborative approach ensures that the School's strategic direction reflects the needs of the workforce, the expectations of stakeholders, and the opportunities facing higher education.

The School regularly assesses progress toward its strategic goals through performance indicators, stakeholder feedback, and continuous-improvement processes. Strategic priorities guide decisions about investments in academic programs, student support, faculty excellence, partnership development, and long-term sustainability. Progress toward strategic priorities is communicated through annual reports, accreditation reporting, advisory council engagement, stakeholder meetings, and public communications.

What Makes the School of Business Distinctive

The School of Business at Central Connecticut State University occupies a unique position occupies a unique position within the region's higher education landscape.

Our distinction is built upon:

- **AACSB Accreditation –** Recognition among the world's leading business schools for quality and continuous improvement.
- **Exceptional Value and Affordability –** High-quality business education delivered at an accessible cost.
- **Career-Focused Learning –** Strong emphasis on applied learning, experiential education, internships, and workforce preparation.
- **Support for First-Generation Students –** A longstanding commitment to helping students achieve social and economic mobility.
- **Transfer-Friendly Pathways –** Strong partnerships that create seamless opportunities for transfer students.
- **Dedicated Faculty and Personal Attention –** Small class sizes and meaningful faculty-student engagement.
- **Inclusive and Welcoming Community –** A diverse environment where students are supported academically, professionally, and personally.

Together, these strengths position the School as a leading destination for students seeking a high-quality, career-centered business education.

Strategic Priorities

1. EXPAND CAREER-READY LEARNING

We will strengthen academic programs to ensure graduates possess the knowledge, skills, and professional competencies required for success in a rapidly evolving economy.

Key areas of focus:

- Advance innovation and align programs with emerging workforce needs.
- Expand industry-recognized credentials and certification opportunities.
- Increase experiential and applied learning opportunities.
- Strengthen career readiness and employment outcomes.

2. BUILD COMMUNITY, ALUMNI, AND INDUSTRY PARTNERSHIPS

Meaningful partnerships create value for students, organizations, alumni, and the broader community.

Key areas of focus:

- Expand relationships with businesses and community organizations.
- Grow mentorship opportunities.
- Increase alumni engagement.
- Foster collaboration that supports economic and community development.
- Create opportunities for civic engagement and service.

3. SUPPORT LIFELONG PROFESSIONAL DEVELOPMENT

As business environments continue to evolve, continuous learning becomes increasingly important.

Key areas of focus:

- Enhance professional development opportunities for students.
- Connect students with industry leaders, guest speakers, and workforce development experiences.
- Support faculty and staff growth and innovation.
- Promote emerging technologies and best practices in business education.
- Maintain and develop qualified and engaged faculty through strategic recruitment, professional development, support, and mentorship initiatives.

4. INCREASE SUSTAINABILITY AND VISIBILITY

The School will strengthen its long-term impact, financial sustainability, and regional influence.

Key areas of focus:

- Secure additional grants and external support.
- Expand thought leadership and scholarly contributions.
- Increase awareness of School achievements and impact.
- Strengthen relationships with alumni, donors, and business partners.
- Promote faculty, staff, and student expertise through public engagement, industry partnerships, and scholarly dissemination.

AACSB Accreditation and Societal Impact

Central's School of Business is committed to excellence through continuous improvement, innovation, and meaningful impact. Our strategic priorities support AACSB accreditation expectations by aligning educational quality, stakeholder engagement, and measurable outcomes. The School creates positive societal impact through transformative teaching, impactful scholarship, and collaborative engagement with business, nonprofit, and community partners.

Faculty scholarship and intellectual contributions advance academic knowledge, inform business practice, support workforce development, and enrich the educational experiences of our students. Through applied research, presentations, and community partnerships, faculty expertise contributes to positive impact across academia, industry, and society.

Our societal-impact focus centers on professional development and workforce readiness. Through curriculum, scholarship, and engagement activities, we prepare students to contribute to economic growth, organizational success, and stronger communities.

We strive to:

- Develop graduates who create positive change in their organizations and communities.
- Support workforce-development needs throughout Connecticut and the region.
- Connect students with real-world experiences that strengthen career readiness.
- Encourage faculty and student scholarship that advances business knowledge and practice.
- Build partnerships that contribute to community prosperity and social well-being.

Continuous Improvement and Accountability

Central's School of Business is committed to a culture of continuous improvement. Progress toward strategic priorities is regularly evaluated through assessment activities, stakeholder feedback, accreditation processes, and key performance indicators aligned with the School's mission and goals.

The School communicates progress through accreditation reporting, annual planning and assessment activities, engagement with advisory groups, and ongoing dialogue with students, faculty, alumni, and community stakeholders. As part of its planning process, the School regularly evaluates emerging opportunities and challenges that may affect its ability to provide high-quality business education and adapts its strategies accordingly.

Regular meetings of the Strategy Implementation Committee, Academic Leadership Committee, and Strategic Planning Leadership Committee ensure continued progress on key performance goals. Strategic priorities guide allocation of financial, human, technological, and partnership resources in support of student success, faculty excellence, societal impact, and long-term sustainability.

Measures of Success

By 2028, the School aims to:	
• Expand experiential and applied learning opportunities across all programs.	• Improve career outcomes and workforce readiness.
• Increase student engagement in professional-development activities.	• Increase external support through grants, philanthropy, and partnerships.
• Strengthen partnerships with businesses, alumni, and community organizations.	• Enhance regional visibility and recognition of the School's impact.
• Expand mentorship opportunities involvi ng students, alumni, and industry professionals.	

Strategic Plan Steering Committee Members, 2025

STRATEGIC PLANNING LEADERSHIP TEAM

Lisa Frank, Dean, School of Business

Dana Wilkie, Associate Dean

Kathleen Bantley, Interim Chair, Finance

Marie Kulesza, Chair, Accounting

Jason Snyder, Chair, Marketing

Chris Lee, Chair, Management & Organization

Michael Gendron,
Chair, Management Information Systems

DEAN'S OFFICE REPRESENTATIVES

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Michael Taylor, Assistant Dean

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Assistant Director of Undergraduate Advising

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Kareem Shabana, Management

Cheryl Crespi, Accounting

JooEng Lee-Partridge,
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Nishita Babu

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