MISSION
To promote excellence in accounting, information management, and business through educating students, creating and disseminating knowledge, and taking leadership roles in professional and other organizations.

VISION
To create a nationally recognized professional learning community that contributes to the improvement of accounting, information management, and business by:

1. Maximizing the success of our graduates through comprehensive state-of-the-art programs.
2. Establishing a reputation in the academic community for producing high-quality research.
3. Impacting the profession and/or public policy

SHARED VALUES
1. Commitment to quality through continuous improvement and innovation.
2. Recognition that employers, students, and the academic community are primary stakeholders.
3. Commitment to serving the public interest and our profession.
4. Appreciation for faculty team play and institutional loyalty.
5. Focus on high quality research.
6. Commitment to professionalism and integrity.
7. Encouragement of open communication.
8. Commitment to diversity.
9. Desire for reasonable departmental autonomy while contributing to the CBA mission.
10. Recognition that faculty members’ contributions to the department can change over their careers.
11. Commitment to developing a global orientation among our faculty and students.

2011-12 STRATEGIC GOALS

1. PRIMARY GOALS —New initiatives that are expected to require considerable time and faculty effort.

   Assessing Implications of the Pathway Commission Findings
   a. Review and understand the Commission report, findings, and recommendations.
   b. Assess the implications of the Commission report on our curriculum and programs.
   c. Identify any recommendations that would further our educational mission and plan to implement them.

2. SECONDARY GOALS – Continuing initiatives that still require significant time and faculty effort.

   Prepare for 2012 AACSB Accreditation Visit
   (Ad Hoc Committee, Keith Stanga, Chair)
   a. Review prior accreditation files and team reports.
   b. Review current AACSB standards and recent changes.
   c. Develop both a timeline and list of tables and reports to be prepared for the preparation of our report.
   d. Work with the CBA on the college report and the review team visit in February.

   Enhancing the Visibility and Centrality of Research in the Department
   (Deborah Swanquist and Dan Murphy)
   a. Review the recommendations of last year’s committee report on this initiative.
   b. Take steps to increase our research visibility among our peers and the public.
   c. Monitor and assist the integration of our research into our department culture.
   d. Work with the PhD Committee to create an outstanding doctoral student award.