Mission

Cultivating Leaders Who Transform Business

Our mission is also our ethos: we cultivate leaders who transform business. While our teaching is the most evident means through which we accomplish this mission, our research and service are also foundational to our teaching and our ability to foster such transformational change. Through our teaching, research and service, we transform the lives of our students and the communities we serve—Las Vegas, the state of Nevada, the United States and the world.

In pursuing this mission, we are guided by seven key principles:

**Indicators of Success**

- Internships and post-graduation employment
- High-quality teaching, research and service
- Faculty, staff, student, alumni and employer satisfaction
- Engagement with the business community and other UNLV units
Strategic Initiatives

Accomplishing our mission depends on our ability to successfully implement four strategic initiatives:

1. Cultivate Student Success

The Lee Business School delivers high-value, on-campus and future online programs emphasizing current and innovative business practices and entrepreneurial skills. We accomplish this through the expertise and talents of our faculty and staff and our effective utilization of advanced technology. Timely curricular development plays a crucial role in fostering student success, as does our collaboration with the business community. We value direct connections between our diverse students and industry through a systematic approach to creating and sustaining internship and placement opportunities. Lee Business School students apply business and career concepts beyond the classroom via leadership programs and nationally recognized student organizations. Students are our primary focus, and their future success is nurtured and valued.

Action Steps

- Improve student retention, progression and completion efforts
- Review and respond to assessment metrics to ensure learning goals are being met
- Expand professional development, career preparedness and career services
- Identify relevant and market-driven knowledge areas
- Recruit high-quality diverse students
- Provide financial support for students to participate in professional development opportunities such as case and other competitions
- Enhance curricula and develop programs that help students gain contemporary, market-driven professional skills
- Establish and maintain relationships with students that continue after graduation
- Ensure policies and procedures are consistent with student success

Key Indicators

- Student satisfaction surveys
- Recruitment, retention and graduation of high-quality diverse students
- Quality indicators of our education programs, including assessment and rankings
- Industry engagement in our internship and professional development opportunities
- Market assessment of our graduates, including educational experience, job placement and progression in post-baccalaureate programs
- Alumni donations and participation in student programs
- Level of involvement in student organizations
- Retention, progression and completion rates
- Employer feedback
2. Nurture Excellence and Achievement

Our faculty are premier educators and scholars. Just as student success is central to our mission, so is the quality of our teaching, research and service. Our intellectual work plays a key role in cultivating our prestige, informing our pedagogy and fostering our partnerships. To fulfill our mission and achieve transformational change, we identify and build upon our areas of distinction.

**Action Steps**
- Recruit, retain and reward faculty who excel in teaching, research and service
- Recruit, retain and reward high-performing administrative faculty and classified staff
- Identify and enhance each department’s distinctive capabilities in teaching, research and service
- Develop research productivity guidelines driven by externally validated benchmarks
- Provide support for faculty and staff at respected national and international conferences
- Promote research excellence and vibrant student research opportunities
- Evaluate PhD program feasibility

**Key Indicators**
- Quality and diversity of faculty and staff
- Dissemination of knowledge across academic, business and public communities
- Peer-recognized, up-to-date and externally validated benchmarks to measure faculty performance
- Quality and quantity indicators of our faculty and student research productivity, teaching effectiveness and service offerings

3. Create and Sustain Effective Collaborations and Partnerships

We leverage our unparalleled access to local community leaders to create mutually beneficial relationships among our stakeholders. We tell our story effectively to constituencies across campus, throughout Nevada and the United States and around the world.

**Action Steps**
- Create opportunities for stakeholders to interact and collaborate
- Incorporate successful community members and alumni as guest speakers into curriculum
- Build collaborative partnerships and clinical services with the campus and business community
- Create forums to ensure a collaborative, open and diverse environment
- Encourage research collaboration and grant authorship
- Launch business certificate programs
- Develop an alumni, career mentoring, guest speaker database
- Investigate a medical management program

**Key Indicators**
- Quality and quantity of employers, internships and placement
- Stakeholder awareness, perception and engagement
- Qualitative and quantitative measures of faculty, staff and stakeholder satisfaction
- Engagement with a broad spectrum of internal and external stakeholders, including though social media
- Collaborative curriculum and works published in high-quality journals
- Number of donors, dollars, pledges, planned gifts and other stakeholder commitments
The Lee Business School is a diverse learning community that is committed to the professional growth of our internal and external stakeholders through a customer service culture. We nurture students, faculty and staff through an open and collaborative culture driven by continuous improvement and innovation, robust technology-supported processes and measures, and led by data-driven decision-making. We are developing infrastructure that facilitates a positive and supportive culture of excellence in research and education.

**Action Steps**
- Prioritize and enhance programs that add value and allocate resources accordingly
- Develop faculty/staff incentives aligned with continuous improvement and innovation
- Refine and enhance performance metrics for teaching, research and service roles
- Support the professional development of our faculty, staff and students
- Expand the sources of funding that underpin our programs, including grant opportunities
- Use data and survey results to establish and monitor action plans for continuous improvement
- Establish guidelines and training to develop online delivery of courses

**Key Indicators**
- Qualitative and quantitative measures of faculty and staff productivity
- Quality and diversity of faculty and staff
- Effective utilization of technology and facilities in the educational process
- Qualitative and quantitative measures of faculty and staff satisfaction
- Engagement with a broad spectrum of stakeholders