

**Morehead State University**  
**College of Business and Public Affairs**  
**Mission, Vision, and Strategic Priorities**  
**Adopted May 9, 2011**

**Mission**

The mission of the College of Business and Public Affairs at Morehead State University is to prepare students for successful careers and enriched lives in the public, private and non-profit sectors; conduct and support basic, applied, and pedagogical research; and utilize its resources to improve the quality of life in the eastern Kentucky region.

**Vision**

The vision of the College of Business and Public Affairs is to achieve excellence and a level of national prominence in academic programs, research, and regional engagement.

**Strategic Priorities (2011-2015)**

Consistent with the Morehead State University Strategic Plan, the College of Business and Public Affairs Strategic Plan is centered on six primary strategic goals: Academic Excellence, Student Success, Productive Partnerships, Improved Infrastructure, Resource Enhancement, and Enrollment and Retention (ASPIRE).

Academic Excellence

1. Develop and maintain high quality academic programs
2. Maintain and pursue appropriate accreditations
3. Create and expand opportunities for community engagement of faculty, staff, and students
4. Increase the scholarship output of the faculty
5. Recruit, retain, and support an outstanding faculty

Student Success

1. Continue the development of the Student Services Center by adding career services to the advising services
2. Support student scholarship
3. Expand experiential learning opportunities for students including robust internship and co-operative learning opportunities

Productive Partnerships

1. Support quality, productive partnerships aimed at developing a national reputation
2. Explore additional partnership opportunities with the Kentucky Community and Technical College System
3. Utilize the economic development infrastructure of the college to support regional businesses and to support efforts to develop new businesses
4. Develop research partnerships and collaborations with other faculty, institutes, centers, and universities
5. Develop stronger ties with college alumni

Improved Infrastructure

1. Develop a long-term plan for facilities enhancement
2. Maintain both traditional and state-of-the-art technologies to support the learning environment

Resource Enhancement

1. Develop a long-term plan for grantsmanship
2. Increase the financial resources for the college
3. Improve the operational efficiencies in the college
4. Expand and improve the incentives for resource enhancement

Enrollment and Retention

1. Set enrollment targets in each degree program and develop specific strategies to reach those targets
2. Further develop the Student Services Center in support of enrollment and retention efforts