

STRATEGIC PLAN

NISTLER COLLEGE OF BUSINESS &
PUBLIC ADMINISTRATION

2020 - 2025





INTRODUCTION

The Nistler College of Business and Public Administration's (NCoBPA) Strategic Plan, 2020-2025 provides focus and direction to our planning and decision-making processes, while supporting the goals of the University of North Dakota's One UND strategic plan.

In 2019, the College of Business & Public Administration (CoBPA) was renamed the Nistler College of Business and Public Administration. The Nistler College is composed of one school (Middleton School of Entrepreneurship & Management) and four departments (Accountancy & Information Systems, Economics and Finance, Marketing, and Political Science & Public Administration.) In addition to academic units, the College encompasses strategic outreach partners including the North Dakota Small Business Development Center (SBDC), Veterans Business Outreach Center (VBOC), and the Procurement Technical Assistance Center (PTAC).

Collaboration with key stakeholder groups throughout the creation of the College's strategic plan ensures full stewardship of our prioritized goals. These stakeholders are among the following:

- Faculty and staff who we must attract, retain, and engage;
- Prospective and current students who wish to gain a strong foundation for successful lives and careers;
- Employers and members of the business, government, and non-profit communities who seek to hire our students and partner with us;
- Current and potential investors who are motivated to support our initiatives;
- Citizens of our state and region.

While our current strategic plan encompasses a five-year period, it is critical that the planning process remains dynamic and ongoing.

VISION



Strive to be the destination for developing leaders in business and public service through transformational opportunities, impactful research, and meaningful connections.

MISSION



Create value by balancing theoretical knowledge and practical application within the public and private sectors. We cultivate discipline-based scholarship, transformational learning, and engagement opportunities for students and society.



CORE VALUES

LEARN WITH PASSION

Inspire critical thinking

Recognize multiple perspectives

DISCOVER WITH PURPOSE

Promote inquiry

Encourage innovation

CREATE LASTING VALUE

Instill dedication to continuous learning

Contribute to the well-being of our community, state, and world

TRANSFORM LIVES

Foster meaningful and enduring relationships

Support pursuit of impactful and fulfilling careers

BEHAVE ETHICALLY

Expect integrity and civility

Treat others with respect and dignity

PRACTICE INCLUSION

Embrace diverse contributions

Cultivate a sense of belonging for all



STRATEGIC HISTORY

2011-2019

During Fall 2015, the CoBPA Executive Committee concluded the 2011 strategic plan provided an appropriate framework for setting strategy and guiding decision-making. We determined the current plan should be updated to take into account progress made in recent years, allowing the College to recommit to initiatives that had not been accomplished previously or that needed to be refined.

In the spring of 2016, a strategic task force solicited input from the following CoBPA stakeholders which was incorporated into the strategic plan:

- Advisory Council
- Faculty
- Staff
- Students
- Alumni
- UND Alumni Association and Foundation

The CoBPA Executive Committee approved a draft of the strategic plan in Summer, 2016. As the One UND strategic planning process was initiated at this time, the decision was made to support the university-wide process and re-evaluate the College strategic plan before finalizing to ensure alignment with university priorities.

In Spring 2019, a revised task force consisting of CoBPA leadership, faculty, staff, undergraduate and graduate students, and an Alumni Foundation representative met to reassess the College mission, vision and core values and closely align them with the goals of the College as well as the One UND Strategic Plan that had recently been finalized. In addition, this task force created five strategic initiatives to provide focus points for priority setting and resource allocation. All changes and additions were approved in Spring, 2019.



STRATEGIC INITIATIVES AND GOALS

The strategic initiatives and goals are used to prioritize activities and guide decision making.

INITIATIVE 1: PREPARE BUSINESS, PUBLIC, AND NON-PROFIT LEADERS BY ENGAGING STUDENTS IN ACTIVE AND RELEVANT LEARNING.

The tools and modalities enabling today's students are ever-changing, so our curriculum and high impact practices need to accommodate and enhance those changes.

- Goal 1 - Ensure curriculum prepares knowledgeable and skilled students
- Goal 2 - Increase internship opportunities
- Goal 3 - Maximize career readiness
- Goal 4 - Provide Curricular Flexibility

INITIATIVE 2: ELEVATE THE QUALITY AND IMPACT OF RESEARCH AND SCHOLARSHIP CONDUCTED BY NCOBPA FACULTY AND STUDENTS.

Nistler College is committed to rigorous research standards to enhance the reputation and prestige of our faculty members, students, and the College.

- Goal 1 - Expand number of high quality publications
- Goal 2 - Increase breadth of publication options
- Goal 3 - Enable faculty to attend conferences and networking opportunities
- Goal 4 - Expand externally funded research opportunities
- Goal 5 - Provide opportunities for students to conduct research



STRATEGIC INITIATIVES AND GOALS

INITIATIVE 3: FOSTER MEANINGFUL RELATIONSHIPS ACROSS DISCIPLINES AND AMONG INDUSTRY, GOVERNMENT, ALUMNI, STUDENTS, STAFF, AND FACULTY.

We strive to foster loyalty and trust throughout our administration, faculty, staff, students, alumni and community to create meaningful and enduring connections.

Goal 1 – Connect students to alumni

Goal 2 – Broaden impact of signature events

Goal 3 – Deliver intentional student access to faculty and staff

INITIATIVE 4: PROVIDE FACILITIES AND RESOURCES THAT ARE CONSISTENT WITH THE NCOBPA MISSION, VISION, AND STRATEGIC PLAN.

Nistler Hall will provide the learning environments and technology necessary to prepare our students for their future, while fostering a sense of collaboration with the University and community as we share the stories and successes of the College.

Goal 1 – Secure funding for new building

Goal 2 – Ensure new facility provides innovative and modern spaces

Goal 3 – Foster a sense of community and connection

Goal 4 – Establish workload allocation flexibility

INITIATIVE 5: GROW THE NISTLER COLLEGE TO AMPLIFY OUR REACH AND IMPACT.

Our societal impact measures the value we bring to, and receive from, the community in which we reside. Such impacts include creating new and expanded opportunities for educational and economic growth for our community.

Goal 1 - Strengthen undergraduate student recruitment & retention

Goal 2 - Grow Nistler graduate programs

Goal 3 - Strategic hiring of faculty to meet the needs of programs within the College

Goal 4 - Develop entity to conduct basic and applied research on topics currently affecting the region



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