



Ancell School of Business

Strategic Plan

2022-2027

Mission Statement

The Ancell School of Business transforms students into graduates who are prepared for the complexities of the global economy and who will fulfill the needs of regional employers. The Ancell School, as a public institution, provides an affordable and personalized learning environment for undergraduate and graduate students from Western Connecticut and the tri-state region. The Ancell School promotes innovation, impact, and engagement in teaching that is informed by intellectual contributions and service to our community, businesses, and professional organizations.

Vision Statement

The Ancell School of Business will be recognized as a leading impactful provider of public undergraduate and graduate business education in Western Connecticut and the tri-state area.

Strategic Goals

Goal 1. Ancell's academic and co-curricular programs will produce graduates that impact the economy of Western Connecticut and the tri-state region.

Goal 2. Ancell's faculty and administration will produce scholarship and engage in activities that will positively impact the academic, accreditation, and business communities.

Goal 3. Ancell will be viewed as a School that donors want to engage with to enhance impactful educational opportunities for our students.

Goal 4. Ancell will be viewed as a business school that impacts underserved populations by providing education and opportunities to develop into leaders who add value to businesses, serve communities and increase opportunities for all.

Goal 1. Ancell's academic and co-curricular programs will produce graduates that impact the economy of Western Connecticut and the tri-state region.

A. Intent

1. The Connecticut State Legislature partially funds the Connecticut State Colleges and Universities in order to ensure a highly educated workforce for employers in the State of Connecticut.

B. Measure

1. Employment - Placement (% of graduates)
2. Number of Internships (% of graduates who completed internships)
3. Earnings differential over time
4. Employer Surveys

Goal 2. Ancell's faculty and administration will produce scholarship and engage in activities that will positively impact the academic, accreditation, and business communities.

A. Intent

1. The purpose of faculty scholarship is fourfold:
 - a. To advance knowledge through research and active involvement in scholarly life, especially in their respective disciplines.
 - b. To heighten the reputation of the Ancell School of Business as well as WCSU in the academic, business, and regional communities.
 - c. To utilize faculty research to inform teaching.
 - d. To be engaged on regional needs.

B. Measures

1. Number of peer-reviewed journal articles
2. Quality of peer-reviewed journal articles
3. Citations count
4. Best paper awards
5. Evidence of Business Practices and Pedagogy

Goal 3. Ancell will be viewed as a School that donors want to engage with to enhance impactful educational opportunities for our students.

A. Intent

1. Since operational revenues have been flat, the Ancell School of Business needs to raise outside funds to provide enhanced educational opportunities for students as well as improving support for scholarships. Cooperation between the leadership of Ancell and institutional Advancement is mandatory.

B. Measures

1. Dollars raised.
2. The number of projects/scholarships supported.

Goal 4. Ansell will be viewed as a business school that impacts underserved populations by providing education and opportunities to develop into leaders who add value to businesses, serve communities and increase opportunities for all.

A. Intent

1. The Connecticut State Universities have as one of their strategic goals: Eliminate achievement disparities among different ethnic/racial, economic, and gender groups (<https://www.ct.edu/regents/mission>).

The Ansell School of Business supports this goal by enrolling a significant number of Hispanic and African-American students. Enhanced strategies are important to increase retention among underserved populations.

B. Measures

1. Retention rates
2. Graduation rates
3. Enhanced scholarship for at-risk students
4. Number of PRIDE events
5. Qualifying for membership.