MSU Bolder by Design
Our journey continues…

• Better clarity about how MSU will be the exemplary interdisciplinary/integrated university

• Better clarity about how overall Research Thrusts were identified and the relationship to departmental and cross-unit planning

• Better clarity of how to assess value and impact—including student learning

• Better clarity about how to grow research AND keep student focus

• Better understanding of how the Capital Campaign objectives mesh with academic priorities
Bolder by Design Initiatives

1. **Enhance the student experience** by continually improving the quality of academic programs and the value of an MSU degree for undergraduate and graduate students.

2. **Enrich community, economic, and family life** through research, outreach, engagement, entrepreneurship, innovation and inclusion.

3. **Expand international reach** through academic, research and economic development initiatives and global, national and local strategic partnerships.

4. **Increase research opportunities** by significantly expanding research funding and involvement of graduate and undergraduate students in research and scholarship.

5. **Strengthen stewardship** by appreciating and nurturing the university's financial assets, campus environment and infrastructure, and people for outstanding performance today and tomorrow.

6. **Advance our culture of high performance** by being even bolder.
MSU Annual Budgeting Process: Strategic Reinvestment

Fall Planning Letter:
• Identify your highest priorities
• Describe what is needed to make progress on those priorities
• Explain how those priorities connect to the University’s overall strategic directions

Provost’s Funding Principles:
• Recognize the critical contribution external research funding plays in our success and reputation, make investments accordingly
• Invest in research areas where MSU has the greatest opportunity for impact
• Contribute to the recovery of the Michigan economy
Broad Business Model: Multi-sided Platform

**Businesses/ Employers**
OUTREACH
- Experiential learning,
- Internships, Placement Services, Career Fairs,
- Guest Speakers...

**Students/ Alumni**

**Faculty/Scholarly community**
(MSU & beyond)

**Broad (PLATFORM)**

**RESEARCH**
- Engaging, Collecting,
- Analyzing, Writing,
- Publishing, Disseminating,
- Exec Programs, Seminars,
- Workshops, Grant Writing...

**TEACHING**
- Engaging, Educating,
- Degree and Certificate Programs, Distance Learning, Classroom & Lab, Study Abroad...
Broad College Vision

OUR BUSINESS—WHAT WE DO
The leading college of business in land-grant institutions
- Market leader of AAU in reputation and influence
- Leader and connector at MSU
- The Go-To place for integrated business solutions
- Leading research and teaching university
- Shaping the whole person

OUR CLIENTS AND STAKEHOLDERS—WHOM WE WANT TO ATTRACT
Transformational thinkers and doers in an interconnected world
- Students who are more diverse, confident, and action oriented
- Motivated corporate partners, employers, and higher education
- Highly engaged, committed, and effective alumni and a growing pool of generous donors
- Society—including governments, communities, professional societies, and nonprofits

OUR TEAM AND ORGANIZATION—HOW WE DO IT
High Performance Culture and Innovative Business Model
- Best, brightest, and most innovative faculty and staff
- Platform-based transformational business model that connects corporate and university partners
- Effective business processes, systems, and infrastructure
- Effective systems and infrastructure for dissemination of knowledge

OUR VALUE CONTRIBUTION—WHAT VALUE WE CREATE
Knowledge for Business and Society, Global Citizens, MSU
- Solving today’s problems
- Anticipating and creating integrative solutions for future problems
- Creating global citizens
- Energizing the MSU community

VISION
The leader in creating knowledge and developing transformational thinkers and doers who make business happen
Broad Mission:

To create and disseminate knowledge through collaborative relationships.
Strategic Themes

Sustaining the platform with cross-disciplinary strategy

- Leading Through Teams
- Global Value Chain Management
- Strategic Analytics