Assessment Activity Report Due April 20, 2018
Submit a pdf version at https://sfsu.knack.com/ap#annual-assessment/

Mission Statement Annual Assessment Report

Department ___________________ CoB ___________________________ College ___________________ CoB ___________

Degree Program(s) ______ BSBA________________________________________________

Information about the purpose of mission statements and how to write them can be found on: http://air.sfsu.edu/assessment/resources along with some links to SFSU statements.

Mission Statement Rubric – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their mission statement.

The program’s mission statement concisely articulates its guiding purpose and identity, clarifies the educational value of its curriculum, and aligns with the university’s broader public mission.

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<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
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<td>Clear statement of program’s purpose and identity, the educational value of curriculum, and its link to university’s mission</td>
<td>Mission statement articulates program’s purpose but may lack broader context</td>
<td>Vague mission statement with little connection to specific program</td>
<td>No mission statement</td>
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1. What was your most recent mission statement prior to any revisions?

Our Vision

We aspire to be one of the best public urban business schools by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy and society.

Our Mission

We are San Francisco’s public business school. We embrace the area’s rich diversity and provide access to higher education. Our mission is to prepare students for professional success through high quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

The Five Strategic Initiatives of the College of Business

- Invest in faculty and academic excellence
- Invest in our students through scholarships and careers
- Invest in and leverage our brand to sustain competitive advantages
- Build corporate connections
- Friend-raising and fundraising

2. Please describe the process of revising or developing your mission statement. What informed your discussions about your new or revised mission statement (e.g. changes in the profession, new focus of the department)? How were department faculty members involved? Was it developed in department meetings or other gatherings?
The mission, vision and strategic goals listed above were developed after collecting extensive inputs from faculty, students, recruiters, and community members. There was a task-force leading the initiative, several focus groups involved faculty members, then the entire CoB voted on the revised mission statement.

3. What is your revised mission statement?

This is our current mission statement, we are not planning to revise it this year.

4. Please post your revised mission statement on your department web page.

See https://cob.sfsu.edu/about

Given that this year you revised your mission statement, the next step would be to review of your program learning goals in the 2018-19 academic year.