



# Board of Visitors

December 11, 2020



McINTIRE SCHOOL  
of COMMERCE



# Strategic Initiatives

# Academic

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**We want to be known for providing transformational learning experiences that prepare business leaders who are both great and good.**

# Research

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**We want to be known as a  
highly-regarded research boutique  
engaged in scholarship that creates value  
for the McIntire community and  
the broader society.**

# Organization

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**We want to be known to the University and in higher education as a leading model for effective and efficient operations with a workplace culture that is both collaborative and inviting.**

# 2020-21 School Priorities

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- Review of Program Portfolio
- Attrition Management & Organizational Review
- Faculty Management
- New Facility
- Next Century Campaign





# McIntire Centennial



## Inspire the Next Century Planning and Celebrating McIntire's Centennial Year

Our goal is to (re)engage our global Commerce Community in celebrating the School's past, present and future through strategic programming, events and communications, as well as to inspire philanthropic support and involvement in the life and future of the school.

### **PLANNING & DISCOVERY** **July 2020 - Dec 2020**

**Purpose:** Continue to develop and finalize plans for McIntire's Centennial Year

**Major Milestones:** Centennial Speaker Series and virtual programming continues, create branding, expand historical research of the school and its alumni. Launch internal working group and alumni advisory committee to plan for our Centennial Year Celebrations.

### **BUZZ** **Jan 2021 – April 2021**

**Purpose:** Announce upcoming Centennial Year and generate excitement for the milestone celebration year

**Major Milestones:** Launch Centennial website and feature centennial stories and content, Centennial Speaker Series and virtual programming continues, in-person events resume when it is safe to do so.

### **CENTENNIAL YEAR** **May 2021 – May 2022**

**Purpose:** Host a full year of strategic programming and events to celebrate McIntire's past, present and future

**Major Milestones:** McIntire's Centennial Year officially kicks off in May 2021 with our Graduation celebrations and concludes in the Spring of 2022 with a Gala on Grounds. Throughout the year, we will host additional opportunities to celebrate this milestone year globally through in-person and virtual events.





***Commerce  
for the  
Common Good***

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# ***Commerce for the Common Good***

## **Programmatic**

- Minor in Real Estate\*
- Minor in Commerce\*
- 3+1 Program into the MS in Commerce
- Interdisciplinary credentials\*

## **Co-curricular**

- Diversity, Equity and Inclusion
- Affordable Housing & Food Deserts
- Impact Investing
- Sustainability
- Nonprofit/Governmental
- Commerce Consulting Counsel
  - Financial Acumen
  - VITA Tax

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