

Mission Statement

Our primary purpose is preparing our diverse learners for industry success. Our mission is to provide our diverse student population quality undergraduate and graduate-level educational programs with the requisite practical and relevant knowledge, skills, confidence, and professional qualities to achieve success as students, excel as leaders in their business and computing careers, and fulfill their unique personal potential. COBAC aims to be a powerful force for community development and betterment of society, not only through our learners but also through the active beneficial engagement of our faculty and staff in our local communities.

Strategic Plan

1. Innovative, enthusiastic, and relevant instruction

- a. Curriculum will be revised to increase emphasis on analytics and critical thinking.
- b. New major in Project Management will be added.
- c. Capstone scores in simulation, business knowledge quiz, and MFT will exceed the national average and/or show improvement over time.
- d. Student and alumni surveys will indicate success in critical thinking and relevance.

2. Highly engaged and supportive faculty

- a. A majority of faculty will report significant scholarly output at least every other year.
- b. All faculty will participate in at least one faculty development activity each year.
- c. All faculty will receive one or more GIFT evaluations of their teaching.
- d. Student and alumni surveys will indicate high-quality faculty interactions including instruction, interactions outside of classes, and quality of mentoring/advising.

3. Personal and professional development of learners

- a. We will strive for 100% of COBAC students to participate in an internship or experiential learning before graduation.
- b. We will strive for 100% of graduates to be placed in jobs or graduate school within one year.
- c. We will maintain an active student organization for each discipline.
- d. All students will be exposed to issues of ethics, social responsibility, diversity, equity, and inclusion.
- e. We will grow enrollment, and we will provide sufficient resources including faculty, support staff, and facilities to support increased enrollment.

4. Positive impact on the Southwest Georgia region

- a. Each year, one or more faculty members will publish a peer-reviewed journal article related to the study of poverty.
- b. All undergraduate students will complete 40 service hours (or 10 hours per year). A substantial portion of these service hours will be related to financial literacy, poverty reduction, or economic development in Southwest Georgia.
- c. We will strive for 20% or more COBAC faculty to report significant engagement with external nonprofits.
- d. We will grow the reach of the Center for Business and Economic Development and the Hurricane Pitch competition.