I. Mission

The Mission of the College of Business and Economics at the University of Hawaii at Hilo is:

To assist individuals in acquiring the knowledge, attitudes and skills needed to be productive and responsible citizens in the global economy. The College serves students and communities primarily from the Island and State of Hawaii, as well as students from the U.S. mainland and the Asia/Pacific region.

We are committed to:
- Providing a personalized, high-quality baccalaureate business and economics education,
- Inspiring the development of ethical values and leadership skills within a context of cultural diversity,
- Offering opportunities for hands-on learning,
- Offering academic programs responsive to community needs, and
- Supporting faculty excellence in teaching, research and service, with primary emphasis in teaching.

II. Vision

The College of Business and Economics will become an important source of management expertise for Hawaii and the Pacific that respects the organizational, cultural and environmental diversity of its island setting. It will provide enhanced opportunities for learning outside of the classroom, for interaction with the community and for research collaboration with faculty. It will grow and acquire the resources to develop programs that address student and community interests. The College will maintain and further build a faculty with strong qualifications and a commitment to serve the needs of the unique student body at the University and the unique community that is Hawaii.
III. Strategic Goals

A. Educational and instructional quality

Our goal is to provide every student with the opportunity to develop their full potential in an academic environment that is rich with possibilities, supported by our focus on personal attention.

We will provide those possibilities through the commitment, caring, and knowledge of our faculty, maintained by their continuous efforts to remain current in their academic fields through independent research.

We will demonstrate our progress toward this goal through program embedded measurement of our students’ performance, tests of their knowledge and skills upon completion of our programs, the reactions of our students on surveys of their satisfaction, and their retention in our programs to their eventual graduation. We will seek to show validation of our efforts by documenting our students’ success in finding employment upon graduation, employers’ impressions of our graduates, and their rates of acceptance to graduate programs.

We will demonstrate our commitment to continuous improvement in the quality of the educational experience we provide through ongoing review of the content and structure of our programs, with reference to the best information we can develop on competitive programs, and current developments in our academic fields.

B. Planned and targeted growth

The College of Business and Economics plans to match or exceed UH Hilo’s growth over the next 10 years and to increase the relative size of program resources in the process.

We will do so in three areas: first, by increasing retention of students as they progress through our program. We intend to reduce attrition by successively attending to its most important causes as they are identified. Second, we will increase our ability to attract freshman students from within the State of Hawaii and elsewhere. We intend to do this by increasing the extent of our participation in outreach and direct communication with high schools in the state, and by increasing the amount of publicity we are able to generate about the quality of our program. Thirdly, we intend to increase our ability to meet the needs of transfer students entering at the upper-division level. We intend to do this through careful attention to advising of these students on arrival, and the establishment of stronger advising ties with them in the first semesters of their residence in the program.
C. **Responsiveness in program offerings**

Size limits the flexibility the College can provide in its program offerings. Nevertheless, we will remain attentive to the identified needs of our students and their primary employers as we develop new and revised program offerings. We will focus on the greatest needs and serve them within our capabilities.

D. **Utilization of the school’s location to provide a distinctive educational offering**

The Big Island and the State of Hawaii are characterized first by the uniqueness of their physical environments, unduplicated elsewhere. The social and business environments are characterized by awareness of the ecological significance of the islands and the dominance of small and medium sized enterprises, in an area where agriculture and tourism are major export activities. We will use these facts as a basis for the development of a distinctive program focus.

An emphasis on responsiveness to community needs and sustainable development will become an integral part of our approach, while we prepare all students for the globalized environment in which we live and conduct commerce.

Approved by the Faculty

May 5, 2009

Approved by

Rose Y. Tseng, Chancellor
University of Hawaii at Hilo

Approved by

Philip D. Castille, Vice Chancellor for Academic Affairs
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Approved by

Marcia Y. Sakai, Dean
College of Business and Economics