



SANDERS College of
BUSINESS *and* TECHNOLOGY

University of NORTH ALABAMA

STRATEGIC PLAN

2025-2030

Mission

The Sanders College of Business and Technology's mission is to develop a diverse network of students into thriving professionals and continuous learners, prepared to contribute to organizations in a dynamic, global economy. The College emphasizes student development through teaching excellence, professional involvement, community partnerships, technology agility, innovation, applied research, and experiential engagement.

Vision

The Sanders College of Business and Technology seeks to be a leading provider of high-quality, flexible, and competitively-priced undergraduate and graduate programs for both traditional and working students. Through agile curriculum, experiential learning, innovative research, professional skill development and community engagement, the college is committed to equipping students with the skill sets and mentored experiences to excel in regional and global workforce landscapes.

Values

1. High Value Education
2. Student-Focused Support and Engagement
3. Mentored Experiential Learning and Career Preparation
4. Impactful Collaboration and Community Involvement

Strategic Priorities

1. Deliver High-Quality Academic Programs.
2. Elevate Branding and Marketing Strategies.
3. Optimize Student Support and Success.
4. Foster Community and Industry Collaboration.

Values and Strategic Priorities Alignment

Strategic Priorities	Values			
	1. High Value Education	2. Student-Focused Support and Engagement	3. Mentored Experiential Learning and Career Preparation	4. Impactful Collaboration and Community Involvement
	1. Deliver High-Quality Academic Programs.			
	2. Elevate Branding and Marketing Strategies.			
	3. Optimize Student Support and Success.			
			4. Foster Community and Industry Collaboration.	

Strategic Priority 1: Deliver High-Quality Academic Programs

Goal 1.1: Ensure curricula are current, innovative, and relevant to stakeholders.

Objectives:

- Establish additional program-focused leadership teams to enhance curriculum delivery and student learning outcomes.
- Review course content annually to incorporate emerging technologies and industry trends.
- Engage stakeholders regularly through committee and college event invitations, semester surveys, and other collaborative opportunities to ensure their continued involvement and support.

Goal 1.2: Enhance program offerings and student experience.

Objectives:

- Introduce new, and modify existing curriculum offerings at undergraduate and graduate levels to support in-demand business and technology related occupations.
- Integrate experiential learning opportunities into all programs.
- Create opportunities for students to earn industry-recognized certifications or complete an internship before graduation.
- Incorporate the QEP (Quality Enhancement Plan) into every undergraduate degree program.

Goal 1.3: Ensure faculty excellence in teaching and professional engagement.

Objectives:

- Enhance faculty technology proficiency by providing regular training.
- Provide support for faculty development in their disciplines.
- Strengthen pedagogy through access to best practices.
- Attract and retain highly qualified faculty members.

Strategic Priority 2: Elevate Branding and Marketing Strategies

Goal 2.1: The Sanders COBT will be recognized as a leader of innovation and community engagement.

Objectives:

- Enhance local and regional brand presence.
- Increase faculty participation in student recruitment and marketing initiatives.
- Promote ongoing efforts to position the Sanders COBT as a leader in innovation.
- Highlight faculty accomplishments across all majors to increase reputation and appeal to prospective students.

Goal 2.2: Create a unified, high-impact marketing strategy.

Objectives:

- Enhance the Sanders COBT website by working with UNA Web Development team to improve organic search results for una.edu/business pages.
- Continue to leverage digital and social media to increase brand visibility, engage stakeholders, showcase alumni success stories, and attract prospective students and partners.

Strategic Priority 3: Optimize Student Support and Success

Goal 3.1: Ensure student support services meet the evolving needs of undergraduate and graduate students.

Objectives:

- Actively involve appropriate stakeholders in shaping student support initiatives by gathering feedback on met and unmet needs and desired resources.
- Identify and prioritize the services most valued by undergraduate and graduate students through surveys and ambassador programs.
- Address student needs at all levels through advising sessions: early advising, faculty advising, career development advising, and experiential learning advising.

Goal 3.2: Expand experiential learning initiatives for all Sanders COBT students.

Objectives:

- Increase internship opportunities by broadening employer partnerships.
- Offer scholarships and resources for students participating in study abroad/away and research projects.
- Dedicate funds to support student participation in conferences and competitions.
- Continue to promote Signature Program Badges.

Goal 3.3: At least 90% of Sanders COBT graduates will secure positive outcomes (employment, professional career advancement/or be accepted into graduate school) within six months of graduation.

Objectives:

- Develop and implement career development plan for senior level students in all majors.
- Communicate more effectively with all business and technology students - both online and in-person.
- Improve participation in student internships.

Goal 3.4: Strengthen retention and academic success by reducing the rate of drops, withdrawals, and D and F grades in challenging courses through enhanced student support and targeted teaching initiatives.

Objectives:

- Identify high-risk courses and analyze data for improvement.
- Provide more in-person and online tutoring support for challenging courses.

Strategic Priority 4: Foster Community and Industry Collaboration

Goal 4.1: Strengthen partnerships with the business community to enhance the regional business ecosystem and drive economic growth through collaboration.

Objectives:

- Identify potential industry partners and collaborate with partners on curriculum improvements.
- Continue to leverage our six Centers of Excellence and consider creating additional centers to drive economic development activities in the north Alabama region.

Goal 4.2: Promote community engagement and service.

Objectives:

- Provide volunteer and service opportunities for students, faculty, and staff to impact the local community.
- Develop workshop and consulting programs to support small business owners.

Goal 4.3: Grow relationships with regional educational institutions and increase student engagement.

Objectives:

- Engage faculty, staff, and ambassadors to visit local high schools and community colleges to promote UNA business programs.
- Create opportunities for Sanders COBT to serve as a resource and partner to local schools' business education programs.