

V. Conclusion

Since its establishment in 1953, Smeal has been on a positive trajectory, forging its position as one of the country's leading business schools. In more recent years, investments in our new Business Building, student scholarships, and faculty endowments have built a solid foundation from which the college is well positioned to take the next step and become one of the "Top 5 Public" business schools in the nation.



By focusing on providing extraordinary education, creating research with impact, building a dialogue with society, and fostering a community with distinction, this vision is certainly attainable. But achieving "Top 5 Public" status will depend on the support of the University, new ways of thinking, and the passion of the Smeal Community.

We must continue to put forth curricula that challenge and serve as the foundation for an education in a rapidly changing, global economy. Our faculty needs to include even more "Towering Scholars," who can break new ground in research that has an impact on industry and society. In the classroom, they need to have the motivation to challenge our students and prepare them to be players in the increasingly competitive and international marketplace.

Smeal's staff must provide the kind of support to our faculty that frees them to focus on excellence in teaching, research, and service. Staff members in marketing, development, alumni relations, and corporate relations need to increase the college's dialogue with outside constituents to support the cross-goal themes that drive this plan.

We must engage our more than 65,000 alumni around the world, connecting them to the college, our students, and our research centers. Through mentoring, recruiting, guest lectures, and philanthropy, it is imperative that the college leverage one of its greatest resources to grow and attain "Top 5" status.

Much of the groundwork is in place. To take the next step, we need to challenge traditional assumptions, think about how to lead a "new" educational paradigm, and commit to the investments necessary to be the top program that we are capable of becoming.