

Goizueta Business School has enjoyed a truly momentous new millennium. In addition to launching and completing a capital campaign resulting in the dedication of a new Doctoral and Executive Education Center, the school has for the first time in its history, achieved top 20 rankings across all of its degree programs, both BBA and MBA – including the most competitive of all, the full-time MBA program.

To continue our success we need to strengthen our financial position. These funds will be critical in providing additional resources for our faculty, operational needs for the degree programs and to enhance our reputation. Our overall goal is to use additional resources to continue our momentum.

Our priorities are:

- **Implement a sound financial strategy for the next five years.**
Goizueta Business School's immediate plans include emphasizing our Evening MBA and Executive MBA programs. We will increase the size of those programs while maintaining the quality. Additionally, at Goizueta we will be fundraising with alumni and in the business community with an objective of broadening our donor base. The development staff of the school has been re-organized around this objective. We will also rely on continued growth in our Executive Education area to contribute funding for the school.
- **Strategically build the faculty.**
Goizueta's goal of increasing the quality and reach of faculty research and teaching requires that we grow the faculty consistent with the expectations of a top business school. This includes setting priorities for the faculty areas with the goal of establishing a position of leadership in certain fields. By growing our base of senior faculty with an emphasis on endowed chairs, we will enhance our faculty output and reputation, creating a productive research climate. Our first step in this process was the founding of the PhD program in business at Emory. The successful launch of the PhD creates a more robust research environment for faculty. Our faculty growth will also be commensurate with the program needs. As our programs grow in size, we will need qualified faculty for teaching additional courses in degree and non-degree programs.
- **Strengthen the brand through leadership development.**
Leadership is the hallmark of the Goizueta Business School degree programs. We will continue to develop our leadership programming in the BBA, full-time MBA, Evening MBA, Weekend and Modular Executive MBAs and will increase the awareness of our programs through marketing, branding and corporate relations. In addition to developing student leaders, we will continue to reach out to partner within the community. Some examples include collaborating with the Woodruff Health Sciences Center (WHSC) to provide leadership and business training for healthcare professionals and working with local nonprofit organizations to provide business education for that sector.
- **Develop deeper ties with the metro Atlanta region.**

In concert with the University, Goizueta will extend its reach in a tangible way to the Atlanta metro area, and create an engine for building and sustaining collaborative relationships. Partnerships between the Goizueta and businesses and other organizations in Atlanta and Georgia will benefit all constituents.

- **Creating a model business school community.**

Like Emory as a whole, Goizueta's strength lies in its culture of service to our community, our students and each other. We will continue to strive to be a model business school by advancing our culture to better support a diverse community. We will aggressively recruit students, faculty and staff to gain a more representative community. And we will continue to strive to be a destination where all are supported in their efforts to be the best at what they do.

We are moving into a new phase of growth for Goizueta Business School. Our reputation, student quality and faculty research place us among the world's best business schools. Goizueta will be a leader among its peers and will be recognized for the outstanding contributions made by its faculty, staff, students and alumni.