

The Fox School of Business

STRATEGIC  
PLAN



Fox School  
of Business

**being a**  
LEADING  
BUSINESS  
SCHOOL

EDUCATIONAL INNOVATION

RESEARCH LEADERSHIP



INCLUSIVE CULTURE

COMMUNITY ENGAGEMENT

Stakeholders

STUDENTS

FACULTY

COMMUNITY

ALUMNI

STAFF

CORPORATE  
PARTNERS

## A MESSAGE FROM THE DEAN

Temple University's Fox School of Business is an exceptional institution that provides an affordable, quality education through high-value experiences, an innovative curriculum driven by the needs of industry, and numerous support systems for students and alumni to maximize their success while in school and long after they graduate.

We are home to collaboration and inclusion among students, alumni, faculty, staff and all of our stakeholders. We are a research school with a focus on identifying market trends and anticipating the needs of the business world.

Upon these strengths, we must build for the future.

Our school is at an important point in its history and culture. We must act strategically as we continue to offer an exceptional educational experience for our students while transforming our culture to best meet the needs of a rapidly evolving business world. We must identify best practices for embracing diversity, equity and inclusion among our students and our faculty and staff. We must be resolute in holding to our common values of collaboration, diversity and inclusion, integrity and empowerment.

A Fox School education should prepare our students to be lifelong learners who continue to grow as changemakers and leaders. The research done at the Fox School should be responsive to the current business climate while also driving changes in the industry through meaningful insights. To do so, we must translate those insights to inform practitioners and society at large.

The Fox School 2025 Strategic Plan is designed to set a foundation for our stakeholders through education, research, inclusiveness and community to achieve positive outcomes for all.

Sincerely,

A handwritten signature in black ink, appearing to read "Ronald Anderson". The signature is fluid and cursive, with a large loop at the end.

**Ronald Anderson, PhD**

Dean

Fox School of Business

# STRATEGIC DECLARATIONS: OUR IDENTITY

The following declarations articulate the vision of the Fox School of Business, define the mission and shared values of our stakeholders, and describe the culture that will characterize the next chapter in the school's history.

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## VISION STATEMENT

To transform student lives, develop leaders and impact our local and global communities through excellence and innovation in education and research.

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## MISSION STATEMENT

The Fox School of Business transforms our students into responsible professionals and leaders through engagement with Fox communities committed to lifelong learning, service and the advancement of management practice.

## VALUES

Our shared values guide our actions and describe how we behave in the world. These values are the underpinning of our culture and the essence of our mission. Within the Fox School, we declare the following to be our guiding values.

**Collaboration:** We work together to achieve common objectives, and we recognize, reward and encourage cross-disciplinary and multi-stakeholder efforts.

**Diversity and Inclusion:** We encourage and respect diversity in all forms and perspectives, and we create an inclusive, welcoming environment where everyone is emboldened to reach their full potential.

**Empowerment:** We support, recognize and reward people by providing them with the tools and resources they need to learn, develop and succeed. In so doing, we challenge and encourage one another to persevere and excel in these pursuits.

**Ethics and Integrity:** We create an atmosphere where trust, honesty and transparency are expected, valued and practiced.

**Innovation:** We embrace innovative thinking, unique action and challenge norms while seeking solutions that solve problems and have a positive impact on our community.

## CULTURE STATEMENT

The Fox School is home to a community focused on excellence in the creation, application and dissemination of knowledge. The Fox School thrives on collegiality, collaboration and competition, guided by a strong sense of ethics and trust. We foster transparency, open communication and inclusion. Grounded in the power of our values, we combine thought leadership with an entrepreneurial spirit to develop future leaders. We reward innovation and encourage everyone to be forward-thinking, entrepreneurial, action-oriented and empowered. Our community is strong, diverse, connected and proud.

# FOUR PILLARS, ONE VISION

Through excellence and innovation in education and research, our vision for the Fox School is to transform student lives, develop leaders and impact our local and global communities. The following pillars and commitments support this vision and constitute the primary areas of our strategic focus.

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## PILLAR 1:

### **Educational Innovation**

**Fox students deserve the best possible outcomes and the most innovative teaching methods. Our plan reaffirms our commitment to our students, their post-graduate activities and our alumni community. We are dedicated to continuously improving our curriculum, teaching methods and assessment of student outcomes.**

The following commitments support this pillar

- Broadening and enhancing formal support for pedagogical innovation, technological agility and best practice sharing, including student professional development, amongst all those who support and deliver educational content to Fox stakeholders.
- Increasing collaboration, mentorships and creativity in course offerings by supporting Fox faculty team-teaching courses, thus encouraging the creation of cross-disciplinary courses, certificates, minors and majors, and cross-university collaboration.
- Creating and supporting mechanisms for lifelong learning opportunities for Fox graduates as well as global stakeholders.
- Deepening our commitment to program excellence through rigorous assurance of learning protocols and other data analyses.
- Facilitating more business content into General Education for the benefit of all Temple students.

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## PILLAR 2:

### **Research Leadership**

**Fox research faculty are committed to developing new ideas and creating knowledge for the benefit of the community, industry and society. Translating research for consumption beyond academic audiences is a priority. High-quality research informs teaching innovation for the benefit of our students, informs industry partnerships for the benefit of business practice and informs policy development for the benefit of society.**

The following commitments support this pillar

- Support Institutes and Centers through which we will encourage a culture of collaboration and cross-disciplinary investigation in order to maximize the impact of our world-class scholars.
- Support for a high-performing doctoral program, focusing on research training, intellectual contributions, teaching and faculty placements among peer and aspirant schools globally.
- Continued support for the Fox Translational Research Center, which serves as a platform for advancing research by creating and leading actionable models to enhance the impact of global business scholarship.
- Broadening our definition of scholarship to facilitate the participation of more faculty in the research enterprise. To this end, incentive alignment across a spectrum of scholarly activities will be a priority.

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### **PILLAR 3:**

## **Inclusive Culture**

**People are the backbone of the Fox School, and being a place to grow and thrive in their careers is a pillar of our plan. In the recruitment, development and retention of our faculty and staff, we prioritize diversity, equity and inclusion to ensure that all our people are part of a positive, open-minded and respectful working and learning environment.**

The following commitments support this pillar

- Mirroring diversity, equity and inclusion (DEI) advancements in industry, the Fox School will identify and follow best practices and principles, supported by dedicated DEI awareness events and training.
- Leveraging our status as a global leader in education and research, we will support the creation and dissemination of knowledge around DEI and workplace culture.
- Facilitating and supporting collaborative work between and among Fox faculty and staff, including formal recognition of impactful joint activities. Support transparency through purposeful school-wide communication of activities and achievements.
- Supporting new and improved mentoring and professional development programs to heighten awareness, provide growth opportunities and ensure a sense of inclusion for all staff and faculty.
- Adhering to best practices in employee engagement and retention to maintain a motivated and stable workforce.

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### **PILLAR 4:**

## **Community Engagement**

**The Fox School prides itself on the community we cultivate for our stakeholders. We support each of our critical partners within the immediate Temple University community, the Philadelphia business community, our local neighbors and the wider national and global community.**

The following commitments support this pillar

- Broadening activities that will support local students enrolling at the Fox School and the university, including enhancing relationships with high schools, community colleges and the non-traditional learning population in Philadelphia.
- Supporting robust community-based engagement for disseminating business knowledge and services to local residents, through entities and programs like our Small Business Development Center (SBDC), Volunteer Income Tax Assistance (VITA), Fox Executive Education and Management Consulting (FMC), and others.
- Motivating our students to partner with, visit and explore student professional organizations (SPOs) and clubs, and introduce them to other disciplines, industries and career opportunities.
- Cultivating long-term, value-adding relationships with our alumni and industry partners to support their career growth and to enhance their commitment and investment in the school.
- Partner with other Temple schools to develop innovative curriculum and programs for students and additional stakeholders.

*This plan has been established with acknowledgement that our internal and external environments are fluid and dynamic, and therefore may be subject to change.*

**[www.fox.temple.edu/fox2025](http://www.fox.temple.edu/fox2025)**

