

# Strategic Goals and Action Plans 2019-2024

## Jim Moran College of Entrepreneurship

### Mission Statement

*“Inspiring innovation, instilling compassion, and igniting an entrepreneurial mindset in the next generation of leaders”*

### STRATEGIC GOAL 1: CULTIVATE

- 1.1 Grow enrollment
- 1.2 Develop interdisciplinary curriculum for Entrepreneurship and Innovation (E&I) for future majors and minors across the University
- 1.3 Grow and develop E & I Master’s programs
- 1.4 Develop E&I Doctoral programs
- 1.5 Create Honors courses across all programs
- 1.6 Preserve and showcase the Jim Moran College of Entrepreneurship (JMC) Historic Costume Collection

### STRATEGIC GOAL 1: CULTIVATE ACTION PLANS

- 1.1 Grow enrollment in Entrepreneurship classes
  - Increase enrollment in existing, E&I undergraduate and graduate programs and develop new Entrepreneurship majors and minors
    - Addition of STEM Entrepreneurship major
    - Addition of Arts Entrepreneurship minor
- 1.2 Engage with Entrepreneurs in Residence and FSU colleges to continue to build interdisciplinary undergraduate and graduate majors and minors. Enrollment will be incentivized at the undergraduate level by adding these courses to Academic Maps in select majors, minors and graduate programs and creating themed internships.
- 1.3 Grow and add Master’s programs
  - MS – Textiles and Apparel

- MSE – Product Development
- MSE-- Hospitality
- MS – Social Entrepreneurship
- Graduate Certificate Program– Biomedical Entrepreneurship

#### 1.4 Add Doctoral programs

- Textiles and Apparel
- Entrepreneurship and Leadership

#### 1.5 Target E&I enrollments for students in the University Honors Program.

#### 1.6 Preserve and showcase the JMC Historic Costume Collection

- Digitize archives of the costume collection, creating an image database consisting of women's, men's and children's apparel and accessories primarily from the 19<sup>th</sup> and 20<sup>th</sup> centuries, thus increasing the availability and impact of the collection.
- Advance recognition of the Collection by developing collaborations across campus as well as public exhibitions in the community
- Expand learning opportunities for students who may be interested in artifact research and exhibition

## **STRATEGIC GOAL 2: INNOVATE**

### 2.1 Increase Entrepreneurship competitions and events

- Host competitions at FSU
- Participate in national and international competitions

### 2.2 Enhance and refresh current mentor programs

### 2.3 Engage with local and national business community

### 2.4 Renovate the Merchandising space with the Innovative Retail Experience Lab

### 2.5 Develop Advanced Thermal Manikin Lab and add new equipment to the Textiles Testing Laboratory

## **STRATEGIC GOAL 2: INNOVATE ACTION PLANS**

### 2.1 Build events and increase competitions to promote E&I

Promote entrepreneurship and innovation to our students by engaging more of them in competitions and events

### 2.2 Increase mentor nights through our partnerships with local businesses, retailers, and Domi Station

2.3 Showcase the accomplishments of current and former members of the FSU community to inspire and encourage students to create new and innovative ventures

2.4-5 Showcase and utilize Retail Entrepreneurship labs to drive experiential learning for the students.

- Innovative Retail Experience Lab will reconfigure former Merchandising Lab into an Omni-Channel Retail Platform leveraging technology
- Thermal Manikin Lab will house state-of-the-art sweating thermal manikin and chamber testing instrumentation

### **STRATEGIC GOAL 3: COLLABORATE**

3.1 Increase alumni engagement

3.2 Expand business partner participation

#### **STRATEGIC GOAL 3: COLLABORATE ACTION PLANS**

3.1 Increase alumni engagement:

- JMC to have dedicated Foundation Director for fund-raising and alumni engagement through targeted events, attractions, etc.
- Engage faculty and staff in alumni events, mentoring, etc.

3.2 Expand business partner participation: increase student, faculty, and staff collaborations with industry partners.

- Retail Center growth
  - Rebranding and partner expansion
- Internships/Co-ops
  - Growth and placement in all majors
- Job opportunities
  - Develop and increase job opportunities for students through industry partnerships and established internship programs

### **STRATEGIC GOAL 4: INCUBATE**

4.1 Increase and support student businesses and ventures

4.2 Develop Executive Education programs that will enhance the reputation of JMC

#### **STRATEGIC GOAL 4: INCUBATE ACTION PLANS**

4.1 Increase and support student businesses and ventures:

- JMC will continue to support and increase participation in E&I incubators like the FSU Innovation Hub and the Domi Station.
- JMC will also look to expand the number of venues, mentoring, funding and collaborative opportunities that our students can participate in and be exposed to which can support their current businesses and/or launch their future ventures.

#### 4.2 Development of Executive Education programs that will enhance the reputation of JMC

- Provide a platform of experiences and tools for seasoned executives to transform their thinking and provide leadership in an entrepreneurial and dynamic manner whether in their own business or in a corporation.

### **STRATEGIC GOAL 5: ELEVATE**

5.1 Increase ranking

5.2 Identify metrics of success

5.3 Develop JMC marketing and communications strategies, etc.

### **STRATEGIC GOALS 5: ELEVATE ACTION PLANS**

5.1 Improve ranking and visibility of JMC through national and global recognized programs and associations:

- Princeton Review,
- College and Student Competitions and
- Other esteemed platforms or events, which highlight E&I programs.

5.2 Identify metrics of success

- Internships
- Job offers
- Start-ups
- Alumni engagement

5.3 Develop JMC marketing and communications strategies to brand JMC through leveraging and promoting our mission, students, faculty, staff, and physical resources (labs, technology, etc.) to both higher education and innovative partnerships.