

# LERNER STRATEGIC PLAN 2025-2030 BLUEPRINT

The Lerner Strategic Plan 2025-2030 is differentiated by three foundational aspects for our future direction and three frontiers where we aim to achieve world-class impact.

The following strategic initiatives serve as a blueprint to realize transformative excellence in the Alfred Lerner College of Business and Economics Strategic Plan 2025-2030 while underscoring the University of Delaware's Forward and Forever strategic plan. The college will leverage its Lerner Advantage to contribute to institutional priorities, reflecting a cohesive approach to driving impact across education, research and community engagement.





## FOUNDATION: Distinctive Lerner Education

### GOAL

To achieve top-tier alumni satisfaction ratings and peer-leading career outcomes through academically rigorous, future-ready education, impactful experiential activities and world-class professional development.

### ACTIONS

#### Ensure a rigorous, future-ready education to thrive in a dynamic world

- Enhance assurance of learning, rigor and fundamental competencies in all our academic programs.
- Improve the relevance and competitiveness of our academic programs through expanding and strengthening advisory boards and industry connections.
- Weave the three Lerner Frontiers—AI Transformation & Technology, Innovation and Societal Change, and Leadership & Organizations—appropriately throughout the business and economics curricula to ensure seamless integration into the educational experience.
- Continuously review all our academic programs to identify new opportunities to enrich our program portfolio and phase out those that are out-of-date or not aligned with our strategic priorities.

#### Elevate Student Success through Advising, Mentoring and Career Outcomes

- Unify all academic support services into one comprehensive center to magnify the impact of career services, advising, and UDREAM on students' current and future success.
- Augment and strengthen our alumni and industry mentoring networks to create more mentoring opportunities with students.
- Expand alumni and industry outreach to generate more internships, co-ops and career opportunities for Lerner students.

#### Develop and Execute a Holistic Strategy of Student Enrollment

- Expand partnerships with undergraduate institutions, industry organizations and international universities to attract a diverse and talented pool of prospective graduate students.
- Enhance K-12 outreach and expand partnerships with high schools, community colleges and international organizations to position the Lerner College as a top choice for aspiring business and economics students while attracting a diverse and talented undergraduate student body.

#### Strengthen Experiential Learning & Co-Curricular Opportunities

- Increase learning activities, industry networking, and recognition associated with meaningful student club and co-curricular involvement/creation.
- Create meaningful high-impact experiential learning experiences with industry in curricular and extracurricular spaces.

# FOUNDATION: Lerner Scholarship

## GOAL

To achieve peer-leading growth in premier academic journal publications by providing ample resources, strengthening our research culture, and supporting impactful internal and external dissemination of top scholarship.

## ACTIONS

### Provide Resources to Support Top-Journal Productivity

- Increase funding for faculty research and access to essential databases and other sources.
- Assist with securing external grants and continue to expand Lerner Faculty Research Grants.
- Provide marketing and recognition support for top-tier publications.

### Strengthen Our Research Culture

- Host, expand and encourage participation in research activities to promote collaboration and continuous learning (e.g. “lunch & learn”, external seminars and conferences).
- Organize research clusters around the Lerner Frontiers to encourage interdisciplinary research and learning.
- Foster and/or strengthen mentoring relationships for new faculty and graduate students.
- Recognize research excellence for quality and productivity.

### Support Impactful Internal & External Dissemination of Scholarship

- Fund participation in prestigious conferences for presenting research.
- Organize and promote internal research events like the Lerner Faculty Research Showcase and Distinguished Speaker Series to recognize faculty’s research achievements.
- Promote faculty expertise and publications through strategic marketing efforts.



# FOUNDATION: Operational Excellence

## GOAL

To drive faculty, staff and student satisfaction and success by committing to operational excellence, prioritizing state-of-the-art facilities, fostering a culture of respect and inclusion, and maintaining a robust candidate pipeline for student recruitment and development.

## ACTIONS

### Enhance college-organizational structure, physical facilities and digital presence to encourage collaboration and drive transformative excellence.

- Build a state-of-the-art facility with cutting-edge technology and flexible learning spaces to support instruction, collaboration, faculty-student engagement, industry partnerships and innovative co-curricular activities.
- Optimize the organizational structure to align with Lerner’s transformative excellence goals and operational efficiency.
- Measure and report the success of all action plan activities aligned with the three core impacts: tracking student career outcomes and alumni satisfaction, scholarly influence through top-tier publications and citations, and industry and societal engagement via program competitiveness, revenue growth, and increased external support.
- Foster a culture of in-person engagement by encouraging faculty and staff to utilize on-campus spaces for research discussions, mentoring, and collaborative initiatives.

### Invest in Our Own Faculty and Staff for Improved Excellence and Retain Top Performers

- Raise funds to establish more endowed chairs and term professorships, and summer support for faculty.
- Establish opportunities, including professional development resources, for staff to advance their careers, and training programs to improve job performance.

### Foster a Culture of Respect, Inclusion and Professional Development

- Improve and sustain an inclusive, collaborative environment and culture where Lerner College stakeholders feel valued, supported, and engaged in our mission through meaningful recognition, transparent evaluations, structured dialogue and opportunities for growth.
- Strengthen and expand inclusive initiatives throughout the Lerner experience, integrating these principles into all our programs, including professional development programs in leadership, technology and industry trends.



## FRONTIER: AI Transformative & Technology

### GOAL

To elevate our academic programs and scholarship competitiveness through AI and technology integration while driving revenue growth through academic offerings, workshops, certificates, events and external partnerships.

### ACTIONS

#### **Integrate AI and Technology into Academic Programs and Scholarship**

- Embed AI and Technology into undergraduate and graduate curricula.
- Enhance digital literacy through hands-on workshops and technology-driven learning experiences for faculty and staff.
- Help faculty advance their research at the rapidly developing intersection of AI, technology, business, and economics.

#### **Expand Revenue-Generating Graduate and Non-Degree Program Offerings**

- Launch industry-responsive graduate programs, co-curricular programs, and certificates in fintech, AI, and advanced analytics.
- Develop workshops and non-degree programs tailored to workforce upskilling in cutting-edge technologies.
- Partner with industry and government to co-create sponsored projects and training initiatives.

#### **Create Strong Industry Ties Through Tech-Driven Community-Building**

- Host AI and tech-focused events, such as conferences, showcases, etc., to strengthen ties with industry.
- Collaborate with regional technology partners to drive impactful industry-facing initiatives and applied research projects and student learning opportunities.
- Support and expand AI and tech-related innovation hubs, centers and institutes.

# FRONTIER: Innovation & Societal Change

## GOAL

To enhance student and alumni satisfaction, research funding and philanthropic support by establishing Lerner as an elite catalyst of innovation, fostering entrepreneurial, problem-solving mindsets; and advancing education, venture creation, co-curricular experiences and impactful scholarship to address societal challenges.

## ACTIONS

### Establish the School of Innovation & Entrepreneurship in Lerner

- Raise external funding to create a dedicated entity to centralize faculty, programs and students associated with innovation initiatives, focusing on venture creation, entrepreneurship and societal impact.
- Partner with industry, government and alumni to drive innovation through research, education, and the development of student-led and UD intellectual property-based ventures.
- Enhance and elevate the entrepreneurship program to increase its prominence as a leading program in the nation.

### Foster Entrepreneurial and Creative Student Skills & Mindsets

- Expand co-curricular programs like Hen Hatch and the Venture Development Center to engage students in real-world problem-solving.
- Leverage Horn Entrepreneurship to provide mentorship, interdisciplinary collaboration and innovation training for students.
- Embed innovation and entrepreneurial learning opportunities into undergraduate and graduate programs.

### Advance Innovation-Driven Scholarship and Partnerships

- Promote translational and theoretical research that addresses pressing societal challenges and fosters industry and government-funded collaborations.
- Support faculty and student engagement in policy-oriented and innovation-focused conferences, workshops and publications.

# FRONTIER: Leadership & Organizations

## GOAL

To drive premier scholarly contributions and student satisfaction by advancing leadership and organization research and education. Through innovative scholarship, transformative executive programs and strategic board-level collaborations, the Lerner College will empower students, faculty and business leaders to address complex challenges, foster leadership mindsets and shape the future of organizations and society.

## ACTIONS

### Enhance Leadership and Organizations Research

- Fund impactful faculty research on leadership, management, reporting and corporate governance through seed grants and sponsored partnerships.
- Establish and leverage centers and institutes to increase the visibility of research via annual showcases and marketing faculty publications.
- Increase top-tier journal publications, citations, media coverage and policy adoption in leadership, organization and corporate governance.

### Develop Transformative Leadership Education

- Expand executive and continuing education programs targeting leadership and corporate governance.
- Integrate leadership case studies, board-level simulations and decision-making exercises into Lerner programs.
- Promote leadership skill development through advising, career services and academic programs.

### Strengthen Industry and Academic Collaborations

- Host business and economic leadership summits, workshops, and board-level conferences in partnership with industry organizations.
- Offer mentorship and experiential learning opportunities, such as board shadowing and consulting projects with alumni and board members.



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