

## College and Career

MBA Research will support business administration programs of study that prepare all students for college and in-demand careers.

**Strategy 1:** Encourage and promote the value of a business administration education as a viable career option for all students.

**Strategy 2:** Provide high-quality, innovative, relevant curriculum and instructional resources for business administration programs of study that shall include authentic work-based learning experiences that prepare students for successful transition into college and careers.

**Strategy 3:** Provide proof of learning through assessment tools including industry driven credentials where appropriate.

**Strategy 4:** Analyze ongoing feedback from stakeholders on resources provided.

## Learning Standards

MBA Research will develop and maintain research-based standards that are business and industry validated.

**Strategy 1:** Implement best practices for standards research and development processes.

**Strategy 2:** Monitor workforce needs to maintain an up-to-date curriculum framework.

## Partnerships

MBA Research will engage business and industry and other stakeholders to leverage partnerships that support high-quality business administration programs.

**Strategy 1:** Conduct business focus groups to identify industry trends to inform standards development and state leaders regarding state workforce needs.

**Strategy 2:** Develop relationships with business/industry and other external stakeholders to support business administration programs at the local, state, and national levels.

## Professional Development

MBA Research will provide research-based, focused professional development.

**Strategy 1:** Provide professional learning opportunities for new traditionally- and alternatively-licensed teachers.

**Strategy 2:** Develop professional development courses and materials.

## Advocacy

MBA Research will advocate for business administration education and Career and Technical Education.

**Strategy 1:** Communicate the importance of functional business skills and ethics needed in the workforce across all career clusters/ industry sectors.

**Strategy 2:** Communicate data, information, and outcomes from business engagement activities.

**Strategy 3:** Equip consortium members with resources for advocacy efforts.

**Strategy 4:** Create a clearinghouse of advocacy resources.

**Mission:** To support educators in the preparation of students for careers in business and marketing

**Vision:** MBA Research shall be the recognized leader in the development of programs, strategies, and curricula to prepare students for career-oriented, leadership positions in business and marketing.