**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.

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**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.

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**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.

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**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.

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**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.

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**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.

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**MBAResearch.org**

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**Strategic Plan 2022-2027**

Revised September 2022