

A Catalyst for Change

**Academic Plan
2019-2024**

A Catalyst for Change is our Strategic Plan

It is our plan to be at the centre of the issues that matter.

- Combining authoritative information with innovative research.
- Equipping current and future leaders with the knowledge and skills they need.

**What truly
sets us apart?**
**We put learning
and research
into action.**

What makes Rotman a catalyst?

- Groundbreaking research and thought leadership.
- Transformative teaching and learning.
- The confidence to innovate and test ideas in action.
- We're the hub for a global community of change makers.

Mapping the next leap forward

Our big, concrete goals for the next five years.

Our priorities: the specific actions we'll take to achieve those goals.

Our five-year goals

1

**Advance
the frontiers
of management
thinking**

2

**Deliver
transformational
management
education**

3

**Take insight
to impact**

4

**Harness
the power of
community**



Advance the frontiers of management thinking

We will maintain Rotman's place among the global leaders in management research by aiming high and fostering excellence in a vibrant, inclusive community of inquiry.

- Foster a diverse, well-resourced and stimulating research community
- Admit the very top PhD students and prepare them for global success
- Develop research partnerships at U of T and beyond

2

Deliver transformational management education

We will expand and deepen the learning opportunities we offer Rotman students, and support them with new and enhanced learning environments.

- Foster a superior student experience
- Prepare students for a technology-driven, innovation-focused economy
- Personalize the development of professional and leadership skills
- Expand experiential and applied learning and international exposure
- Enhance and scale specialized and global programs
- Leverage digital technology
- Enhance/expand Rotman's facilities



Take insight to impact

We will leverage Rotman's teaching and research through broad engagement, collaborating with our stakeholders to find creative solutions to pressing business, economic and social challenges.

- Extend reach of our research to non-academic audiences
- Increase impact of centres, labs and institutes
- Offer more ways for students to put learnings into action
- Strengthen Executive Programs offerings



Harness the power of community

We will connect and grow our global community to bring added perspective, support and meaning to what we do – and to further accelerate Rotman's impact.

- Deepen alumni engagement
- Strengthen value of our global network
- Grow our impact in GTA
- Expand role of Executive Programs

**How we'll
measure
our progress...**



Advance the frontiers of management thinking

- Publications and citations
- Funding: value and types of grants
- Faculty recruitment and retention
- Successful PhD graduates at top-tier universities

2

Deliver transformational management education

- Rankings in Canada and globally
- Academic excellence: student ratings
- Diversity of students
- Career paths: placement rates
- Learning beyond the classroom



Take insight to impact

- Publications and media coverage
- Corporate engagement and sponsorship

- Executive Programs: participation levels



Harness the power of community

- Alumni engagement
- Donor generosity
- Rotman-hosted events

What does success look like?

Through innovative research and thought leadership, we help shape broader public conversations and address major challenges facing business, government and society.

And through our students and alumni – undergraduate, graduate and executive – we chart promising new directions for organizations and communities.

Thank you.