

CENTER FOR GLOBAL BUSINESS

STRATEGIC ROADMAP

APPROVED MAY, 2019



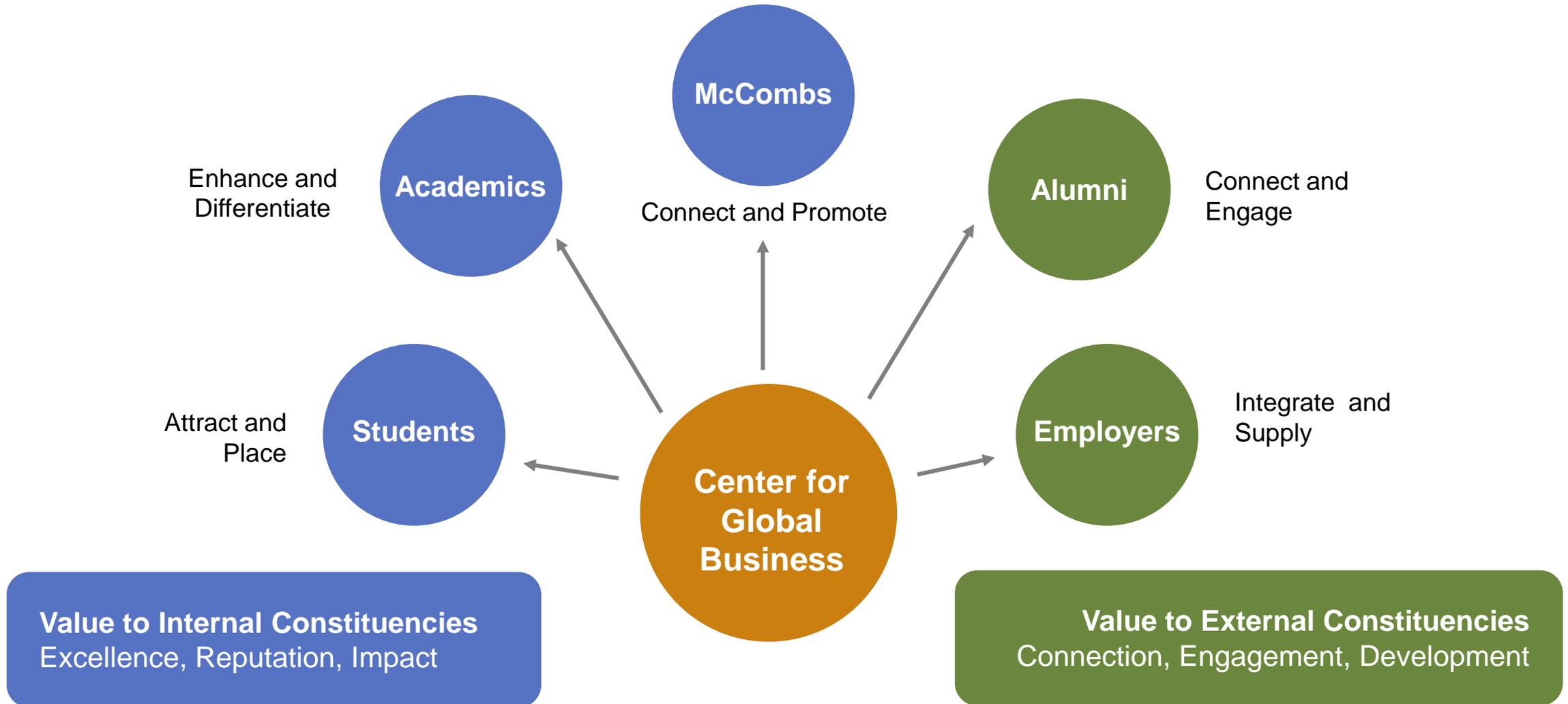
CGB Mission

To enhance global offerings and opportunities for UT students, strengthen connections with UT alumni worldwide, and increase McCombs's and UT's impact in the global arena

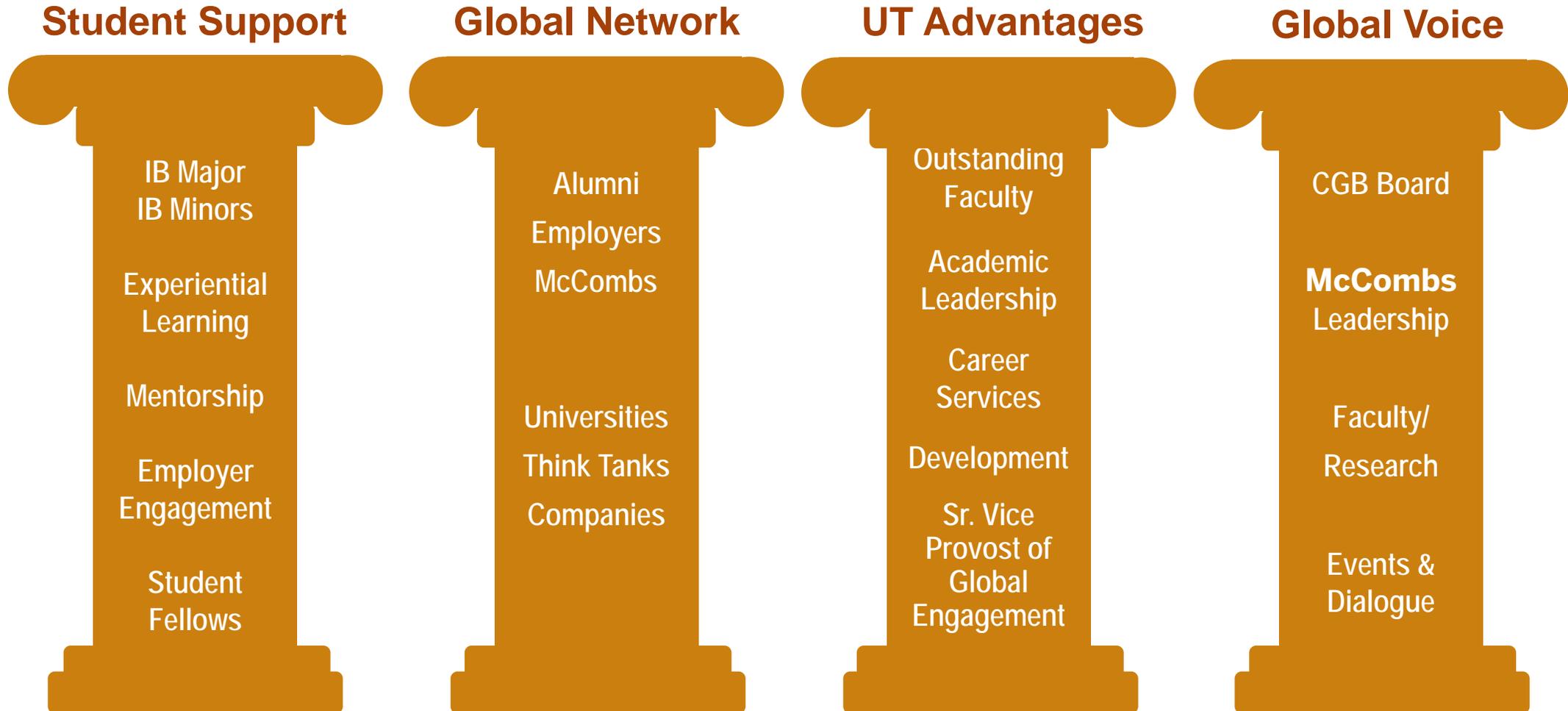
Objectives

- Gain recognition for International Business program's excellence and innovation
- Offer teaching and research opportunities that attract exceptional faculty
- Provide student mentorship, experience, research and employment opportunities that enhance student employability and strengthen the college's global connections
- Develop a robust global network linking alumni, faculty, students, and businesses that strengthens McCombs international presence, voice, and impact
- Earn a reputation as a valued partner by McCombs stakeholders

CGB Value Ecosystem



Strategic Pillars



Undergraduate Global Ambassadors Program

Outstanding IB majors/minors

Student distinction

Ongoing connections

Internships and job placements

Scholarship and internship funding

Student advising and mentorship

Alumni connection with students

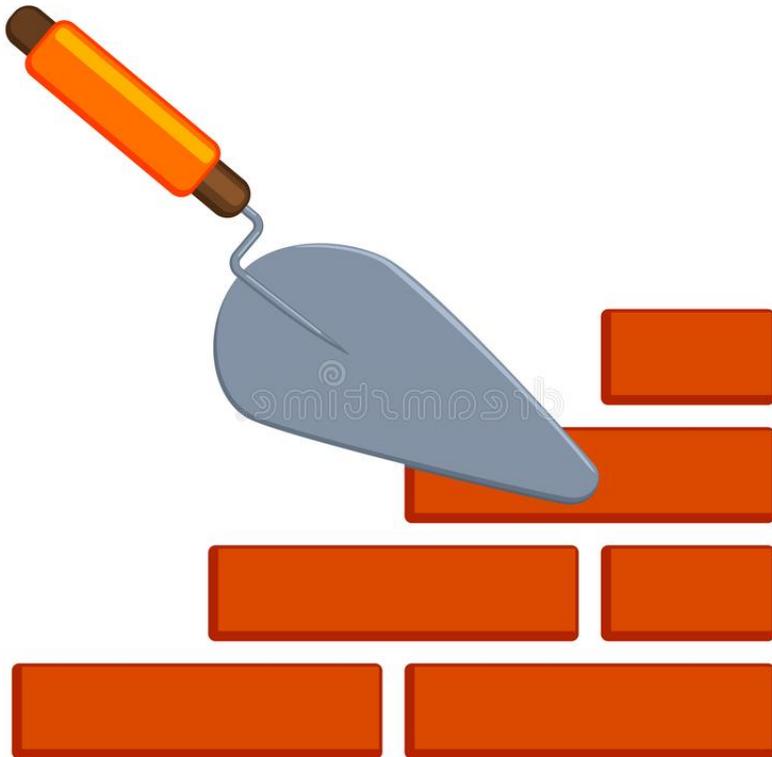
Employer awareness

Alumni Engagement Goals

- Enhance McCombs value to and connection with alumni
- Facilitate student experiential learning opportunities
- Connect with employers with international opportunities



Advisory Board Restructuring



Advisory Board

- 15-30 global business executives
 - Criteria: interest, capacity, relevant experience & connections*
- Alignment with McCombs Boards
 - 3-year dues commitment – \$10,000 or \$5,000/year*

Advisory Council

- Academic, governmental, business community
- Engagement with and support for initiatives and events

Strategic Communication Goals

- Connect global constituencies with each other and with McCombs
- Create global voice and content for McCombs Communication Team
- Facilitate McCombs' global outreach and impact
- Link McCombs with UT global initiatives



Fundraising Goals

Advisory Board Dues Goal:

- 15 board members at \$10,000 each in annual dues by Year 3

Discretionary Gifts Goal:

- \$25,000 annually

Endowment Goal:

- Scholarships
- Excellence



Center for Global Business



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