



# MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

## 2020-2021 Strategic Plan

### Mission Statement

Founded in 1994, the MBA Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA and other graduate business career management and employment professions.

### Vision

Our vision is to be globally recognized as the foremost expert and resource fostering innovation and connections for career services and employers in MBA and business master's programs.

### Values and Beliefs

**Collaboration** - We empower and support each other to be creative, resourceful and innovative in the pursuit of new initiatives that add value to our constituents. We treat members of our community with respect; we learn from each other and help each other succeed.

**Integrity** - We conduct our work according to the highest professional standards. We deliver excellence in all we do.

**Diversity** - Inclusive of professionals representing all MBA programs regardless of size, type, rank or draw is paramount to the success of our organization. Networking among managers and experts in our field and exposure to different cultures and business environments is essential for lifelong learning and professional practice.

**Member Focused** - The services we offer, what we do and how we operate are driven by the members. The organization is integrally and completely related to the individual character of the people from which it is composed. We take responsibility for creating an environment of celebration, mutual respect, recognition and inspiration.

**Thought Leadership** - Dissemination of knowledge about our profession is influenced by experienced, tenured individuals who have relevant information and subject matter expertise. Because we are a collaborative organization, all members benefit.



## Value Proposition

We are the global leader in delivering the tools, developing the relationships and providing the supportive information and services that produce ongoing success for graduate business career services offices and employers. Working together, employers and schools collaborate to support each other's success. Members explore topics and challenges they face, work together to develop innovative solutions and use this dual perspective to benefit schools, students and employers.

## 2020/2021 Strategic Goals (5 Bold Steps)

1. Integrate our research, data and expertise, showcasing insights to advance the professional globally and elevate the organization.
2. Develop and launch groundbreaking marketing campaigns, positioning ourselves as the gold standard as professionals in our industry.
3. Revitalize global volunteer engagement and create a pipeline for future leaders.
4. Invest in delivering global member value through strategic and financially sustainable practices.
5. Develop robust and relevant professional development for specialty maters and employer populations.

