

CENTER FOR GLOBAL BUSINESS

STRATEGIC ROADMAP

APPROVED MAY, 2019



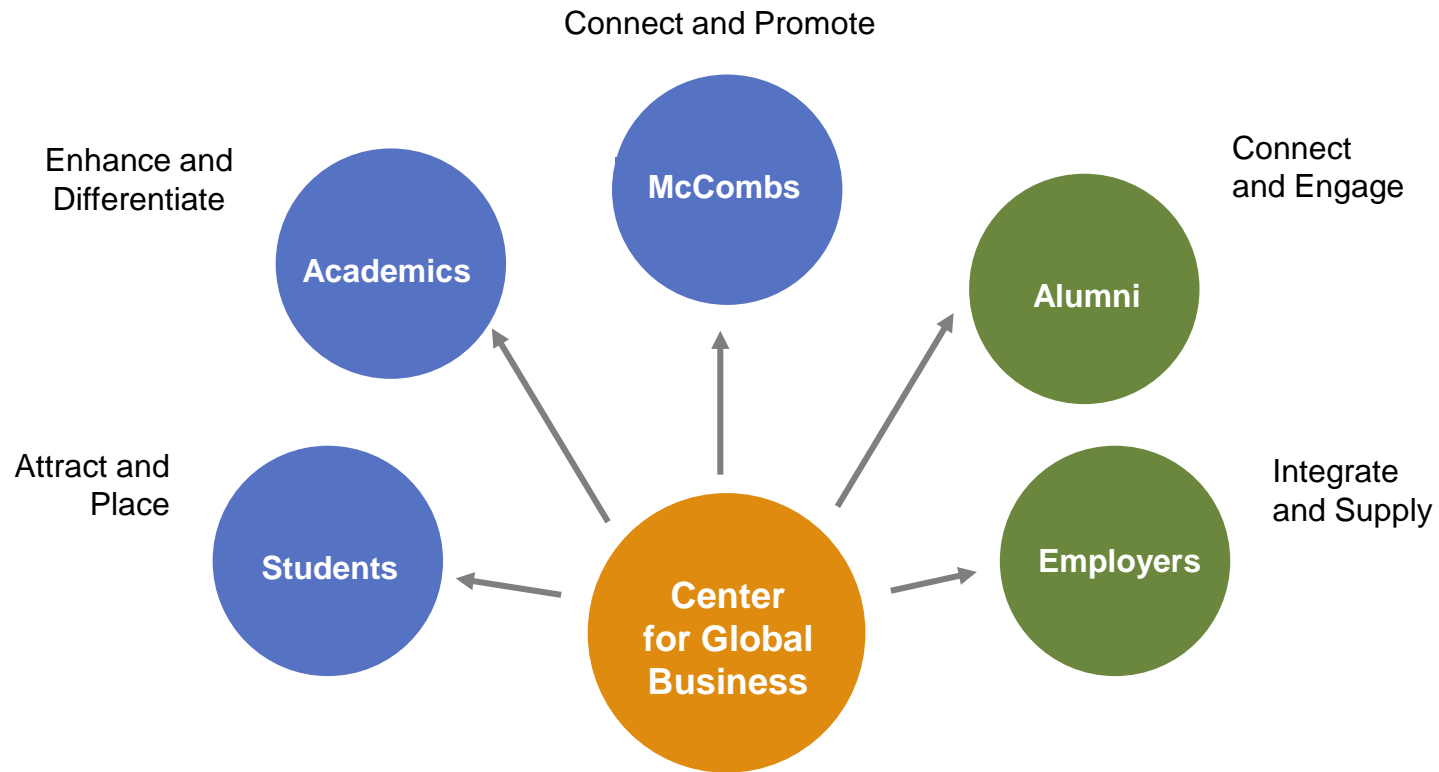
CGB Mission

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

Center 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 McCombs' 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



Value to Internal Constituencies
Excellence, Reputation, Impact

Value to External Constituencies
Connection, Engagement, Development

Strategic Pillars

Student Support



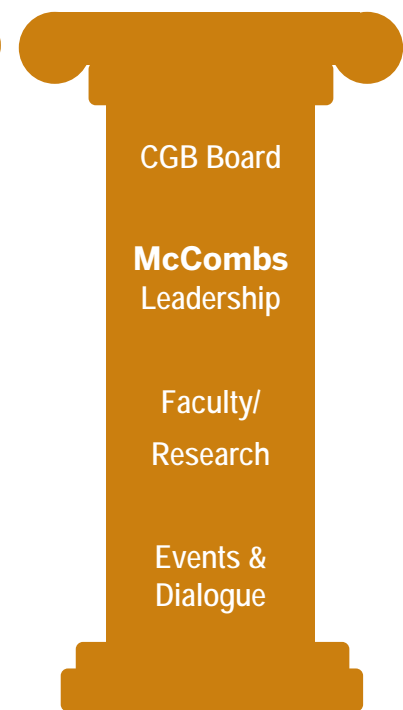
Global Network



UT Advantages



Global Voice



Undergraduate 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

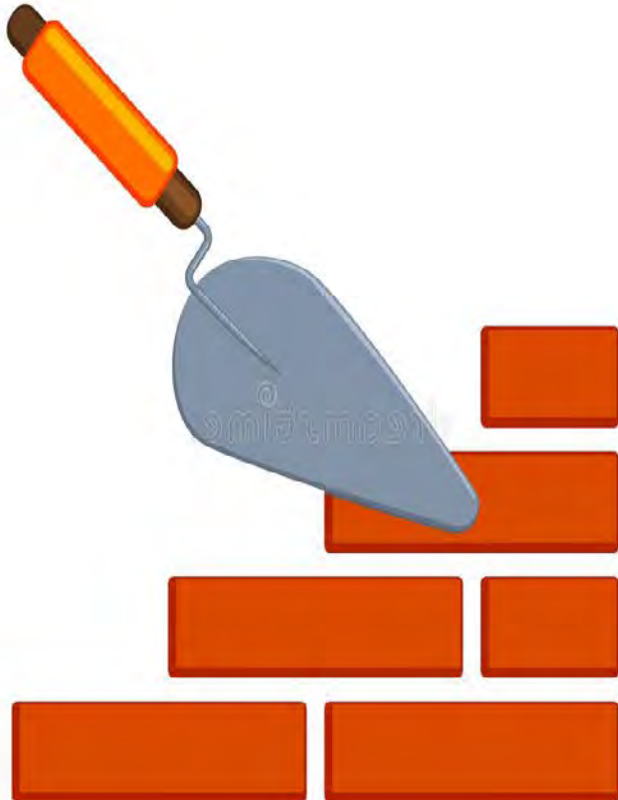


**Enhance McCombs value to
and connection with alumni**

**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



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Center for Global Business



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