A. UC Davis Mission Statement

The core purpose of UC Davis as a comprehensive research university is the generation, advancement, dissemination and application of knowledge. To that end, UC Davis is committed to offering leading programs throughout the academic disciplines and in its professional schools. These programs integrate three purposes: teaching students as a partnership between faculty mentors and young scholars; advancing knowledge and pioneering studies through creative research and scholarship; and applying that knowledge to address the needs of the region, state, nation and globe. UC Davis is committed to the land-grant tradition on which it was founded, which holds that the broad purpose of a university is service to people and society.

UC Davis offers its undergraduates an experience which comprises the central elements of a liberal education—a broad general education with specialization in a scholarly discipline—and opportunities for personal development and academic enrichment through undergraduate research, work-learn experiences and extracurricular student life. To its post-baccalaureate students, UC Davis offers an array of programs which draw upon its wide range of specialized academic fields. By stimulating cross-disciplinary approaches and using its distinctive graduate groups, UC Davis continues to follow and redefine the mandate of a major research university.

The campus is committed to advancing teaching and scholarly work in the arts, humanities and the social sciences—studies that enrich the life of each person and society as a whole, and infuse the pursuit of careers in education, law, management and medicine. UC Davis’ prominence in the STEM fields, including distinguished programs in agricultural and environmental sciences, make the campus a leader in solving critical issues in local, state, national and global health and sustainability.

UC Davis extends service to the region, state, nation and the world in many forms, such as cooperative extension to agriculture and education; medical services to central California and beyond through the multifaceted UC Davis Health System in Sacramento; University Extension programs that share knowledge with the region; the emerging work of the World Food Center; voluntary contributions of faculty, staff and students; and athletic and cultural programs for the campus and community at large.

UC Davis is surrounded by vibrant, local communities and its proximity to the state capital gives this outreach urgency and opportunity. Collaborative studies and cooperation between UC Davis and state agencies and the Legislature are both a special responsibility and a unique opportunity. UC Davis is characterized by a distinguished faculty, a dedicated and high-achieving staff and students of great potential and accomplishment. As we move forward, we recognize that our continued excellence is dependent upon our ability to diversify our university community, consonant with the citizenry of California.

B. UC Davis Graduate School of Management Mission Statement

As the UC Davis business school, the mission of the Graduate School of Management is to be a global leader in business and management research and education. As part of the world’s premier public university system, the University of California, we pursue significance, excellence and scholarly rigor in our research, teaching and service to society. We emphasize curiosity, creativity, and high standards in the generation and transmission of theoretical and practical knowledge relevant for for-profit and non-profit organizations.
C. UC Davis Graduate School of Management Vision Statement
The vision for the School is to serve as an engine of economic prosperity in our region and globally. Economic prosperity involves wealth creation as well as fostering opportunities for upward economic mobility for all citizens. Promoting economic prosperity operates at two levels. First, the School must be a supplier of first-class business and management leadership to public and private, medium- and large-sized organizations. Second, the School must act as a catalyst to help small, entrepreneurial companies bring innovations to market.
Strategic Initiatives and Key Performance Metrics

- **STRENGTHEN & EXPAND OUR FACULTY**
  - Faculty reputation
  - Quality and number of faculty research citations
  - Quality of instruction

- **STEWARD OUR RESOURCES**
  - Research productivity
  - Overall external funding (e.g., philanthropic gifts and research funding)

- **BUILD OUR VISIBILITY**
  - Effectiveness of administrative services
  - Number and quality of media citations

- **ENHANCE OUR CORPORATE CONNECTIONS**
  - Number and quality of Integrated Management Projects
  - Quality and number of non-degree Executive Education programs

- **INNOVATE OUR ACADEMIC PROGRAMS**
  - Number of submitted applications for admission to each degree program
  - Number of new students enrolled in each degree program
  - Full-time MBA and MPA placement rates at graduation and three months out

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**Unit Responsible for Tracking Metric (by color code)**

- Student Affairs
- Development and External Relations
- Administrative Services
- Deans' Office
- Marketing and Communications
- Executive Education