

# Three Year Strategic Plan

July 2024 – June 2027





## **Mission**

AACSB elevates the quality and impact of business schools globally.



## **Vision**

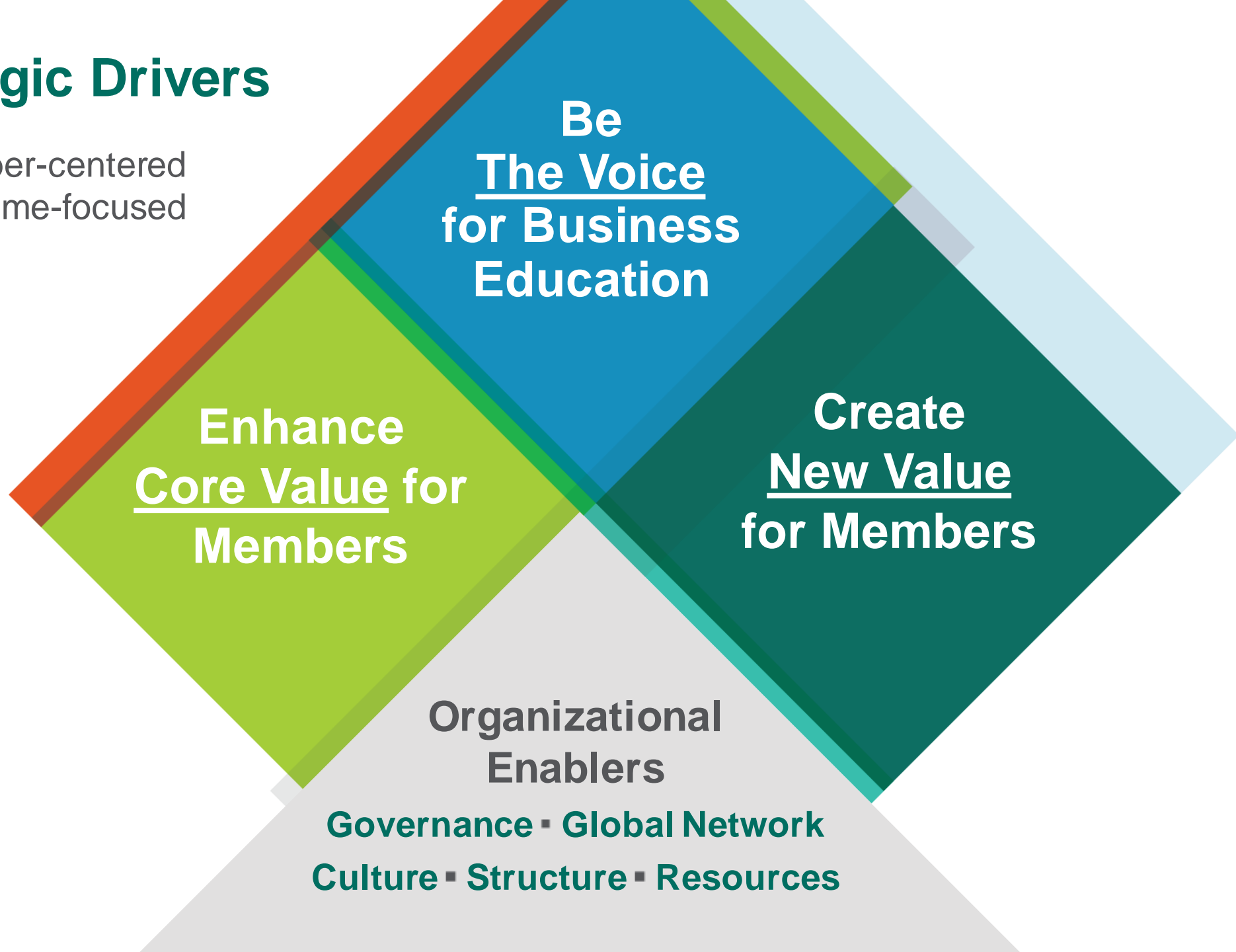
To achieve positive societal impact through business schools.

## **Values**

Members First • Inclusivity • Curiosity  
Global Unity • Excellence

# Strategic Drivers

- Member-centered
- Outcome-focused





**Enhance  
Core Value for  
Members**

**Enhance Accreditation  
Value**

**Enhance Member Value**

**Streamline Communications**

**Revamp AACSB Web Site**

**Expand AACSB Analytics  
Hub Capabilities**



**Create  
New Value for  
Members**

**Redesign Conference  
Experience**

**Build AACSB Academy**

**Scale Quality Improvement  
Programs**

**Reach Prospective Students**

**Partner with Business**



**Be**  
**The Voice for**  
**Business**  
**Education**

**Advocate and Amplify  
for the Societal Impact  
of Business Schools**

**Collaborate to Develop  
Thought Leadership**

**Drive Connections  
Between Business  
Schools and Business**