**McNair Business Scholars Network**

***Draft Plan – Feedback welcome***

Vision:

Bettering business education and practice by broadening the base of business scholars

Mission:

Enhance the pathway from the McNair Program to the business school professoriate

Goals:

1. Increase the percentage of McNair Scholars conducting research on business topics

2. Increase the percentage of McNair alumni obtaining a Ph.D. degree in a business field

3. Increase the number of McNair alumni serving as full-time business school faculty members

Activities:

*Create and distribute social media content*

* Establish Facebook, Twitter, LinkedIn, and YouTube pages
* Post videos and other content to demystify business school research, the process of obtaining a PhD in business, and the career track of a business school professor
	+ Draw from existing sources & create new content where necessary
* Publicize these pages to McNair offices and business school deans nationally
* [If funding or volunteer capabilities emerge] Maintain dedicated website

*Develop and sustain an active mentoring network*

* Identify a faculty coordinator within the business school of each McNair institution
	+ Designate a lead mentor for each discipline at each business school
* Assign all McNair Scholars who request it at least one external mentor (from another university) in the most relevant business discipline
	+ Guide and track mentoring process across career stages; reassign as needed

*Organize forums and events*

* Host annual online event in which prospective McNair Scholars speak with alumni
* Host annual online event in which current McNair Scholars and their supervisors speak with relevant business school faculty about their research ideas
* Host annual online event in which McNair Scholars and alumni speak with relevant business school faculty and administrators about how to choose a PhD program
* Create online forum for asynchronous discussion of each of the above topics and for sharing completed McNair business-related research projects

*Develop and sustain an active alumni network*

* Track, celebrate, and publicize successes
* Organize welcomes and reunions at leading professional disciplinary conferences

*Facilitate and bolster collaborations with relevant existing networks* such as The PhD Project

* Ensure McNair Scholars are aware of and can fully benefit from all available resources related to acceptance into and completion of a PhD in a business field