

MISSION, VISION, VALUES 2026-2031

July 2026

MISSION

Seidman develops business talent that advances sustainable growth in West Michigan and the Great Lakes Region.

Through the exchange and application of knowledge from global and diverse perspectives, we prepare learners to make ethically-informed decisions that positively impact the economy, environment, and society.

Our distinctiveness is grounded in strong community collaborations, applied scholarly contribution, innovative approaches to learning, and a supportive culture.

VISION

Seidman sets the standard for business education by connecting communities through multi-dimensional learning opportunities.

VALUES

Pursuit of Excellence: We continuously strive for the highest quality in our personal, professional, and organizational endeavors.

Learning: We foster the intellectual curiosity of our Seidman, local, and global communities by:

- Creating, expanding, and applying knowledge
- Enhancing and encouraging critical thinking
- Developing a global perspective
- Sustaining a culture for the open exchange of ideas
- Preparing learners to adapt to the future of work and society

Accountability: We hold ourselves to:

- Act in an ethically-informed manner
- Be socially responsible
- Welcome the diversity of ideas, people, and cultures
- Promote an environment of transparency, trust, and cooperation

Engagement: We intentionally connect and collaborate in an effort to:

- Reflect on ethics in our personal and professional lives
- Emphasize mutual understanding
- Support diversity of thought
- Foster intellectual curiosity and innovation
- Provide opportunity and professional growth
- Honor our strong and lasting business and community relationships
- Promote economic development

2026-2031 STRATEGIC PRIORITIES

Learner Success
Distinctive and Relevant Curriculum
Societal Impact
Research & Scholarship