**Plan Summary**

1. We produce graduates and new knowledge.
   1. Demand for graduates with an information systems background increases. A strong job market in Central Virginia fuels the increase in student numbers at the undergraduate level and opens the possibility of increased student counts at the graduate level.
   2. The tech economy’s thirst for new and better ways drives an increased demand for information systems research and the training of doctoral-level researchers.
   3. The business community’s need for expertise drives an opportunity for corporate-institutional partnerships.