Vision and Mission Statement

October, 2013
Strategic Plan
Serves as a roadmap to the future

From System Policy 03.01 System Mission, Vision, Core Values and Strategic Planning

The Texas A&M University System is committed to meeting the challenges and opportunities of tomorrow by fulfilling its mission, achieving its vision, and upholding its core values through a proactive, comprehensive, and coordinated strategic planning framework.

Current Strategic Plan 2011-2015 (began September 1, 2010)

New Strategic Plan 2016-2020 (will begin September 1, 2015)
Taken Together...

- **Our Vision is** ... our dream...where we are headed ...what we aspire to be

- **Our Mission is** ... our purpose...why we exist
A vision is a ...

... compelling conceptual image of our desired future

It’s about greatness.

It electrifies and invigorates.

It is the ultimate standard toward which progress is measured.
A mission ...

... defines why the organization exists

It is short and sharply focused.
It is clear and easily understood
It does not prescribe means
It is sufficiently broad.
Criteria for an effective mission statement

– Provides direction for doing the right things
– Addresses our opportunities
– Matches our competence
– Inspires our commitment
– Says what, in the end, we want to be remembered for
Questions to ask when drafting a mission statement

• Who is the audience for the mission statement?
  – Students
  – Alumni
  – University administration
  – Faculty
  – Donors
  – Community, state, world

A mission statement should describe the relationship an organization needs to create, build, and maintain with critical stakeholders.
Questions to ask when drafting a mission statement

- Whom does the university aim to serve?
- What term do we use to describe university users?
  - Customers, Alumni
  - User Community
  - Students, Faculty, Staff
  - Community, State, World
Questions to ask when drafting a mission statement

• What action do we take with/for our university users?
  – Educate  Provide leadership
  – Connect  Support
  – Partner  Enhance
  – Enable  Collaborate
  – Enrich  Deliver
  – Create  Provide access
  – Advance  Meet information needs
Questions to ask when drafting a mission statement

- What qualities or characteristics come to mind when you think about A&M-Commerce?

- Why is the university important --to individuals, the community, the A&M System?
Texas A&M University-Commerce provides a personal educational experience for a diverse community of life-long learners. Our purpose is to discover and disseminate knowledge for leadership and service in an interconnected and dynamic world. Our challenge is to nurture partnerships for the intellectual, cultural, social, and economic vitality of Texas and beyond.
About our Mission Statement...

• Does it communicate the most important thing you want people to know and remember?

• Does it inspire enthusiasm?

• Is it simple and memorable?

• Does it pass the T-shirt test?
About our Mission Statement...

- Are the language and content current?
- Does the tone complement the image you wish for the institution?
A Starting Point for Strategic Planning...

• Review and revise (if needed) our mission statement

• We need your help!
  – Please send comments or suggestions to:
    • missionstatement@tamuc.edu
  – By no later than November 27, 2013
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2013</td>
<td>Mission Statement Presentations</td>
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<tr>
<td></td>
<td>UEC, Community Update, Big 6, Student Forum, BUG, Faculty Senate, Fdn and Alumni</td>
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<tr>
<td></td>
<td>Boards</td>
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<tr>
<td>Nov. 27, 2013</td>
<td>End of comment period for mission statement</td>
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<tr>
<td>Dec. 2013</td>
<td>PAC to finalize mission statement</td>
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<td>Date</td>
<td>Event</td>
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<tr>
<td>Dec. 2013</td>
<td>Annual strategic plan progress report</td>
</tr>
<tr>
<td>Spring 2014</td>
<td>Begin strategic planning process for 2016-2020</td>
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<td></td>
<td>Consultant, committees established, etc.</td>
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<tr>
<td>July 2014</td>
<td>Submit mission statement for BOR approval (if revised)</td>
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<tr>
<td>9/1/2015</td>
<td>Begin new strategic plan plan</td>
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Mission Statements - Examples from Other Universities

• Tarleton State University provides an academically challenging education where learning is grounded in real-world experiences and effective teaching, research, scholarship, and service. As a member of the Texas A&M University System, Tarleton is rich in history and tradition while being committed to student success and diversity. Tarleton strives to develop moral and ethical thinkers, scholars and leaders who demonstrate civility and integrity, while contributing meaningfully and responsibly to a global society.
Mission Statements - Examples from Other Universities

• The University of Texas at Arlington is a comprehensive research, teaching, and public service institution whose mission is the advancement of knowledge and the pursuit of excellence. The University is committed to the promotion of lifelong learning through its academic and continuing education programs and to the formation of good citizenship through its community service learning programs. The diverse student body shares a wide range of cultural values and the University community fosters unity of purpose and cultivates mutual respect.
Mission Statements - Examples from Other Universities

• Texas A&M University-Corpus Christi is an expanding, doctoral-granting institution committed to preparing graduates for lifelong learning and responsible citizenship in the global community. We are dedicated to excellence in teaching, research, creative activity and service. Our supportive, multicultural learning community provides undergraduate and graduate students with a challenging educational experience. The university's federal designation as a Hispanic Serving Institution (HSI) provides a foundation for closing educational gaps, while its strategic location on the Gulf of Mexico and on the cultural border with Latin America provides a basis for gaining national and international prominence.
Mission Statements - Examples from Other Universities

- Texas A&M University is dedicated to the discovery, development, communication, and application of knowledge in a wide range of academic and professional fields. Its mission of providing the highest quality undergraduate and graduate programs is inseparable from its mission of developing new understandings through research and creativity. It prepares students to assume roles in leadership, responsibility, and service to society. Texas A&M assumes as its historic trust the maintenance of freedom of inquiry and an intellectual environment nurturing the human mind and spirit. It welcomes and seeks to serve persons of all racial, ethnic, and geographic groups, women and men alike, as it addresses the needs of an increasingly diverse population and a global economy. In the twenty-first century, Texas A&M University seeks to assume a place of preeminence among public universities while respecting its history and traditions.
Mission Statements - Examples from Other Universities

• Like all great research universities, Yale has a tripartite mission: to create, preserve, and disseminate knowledge. Yale aims to carry out each part of its mission at the highest level of excellence, on par with the best institutions in the world. Yale seeks to attract a diverse group of exceptionally talented men and women from across the nation and around the world and to educate them for leadership in scholarship, the professions, and society.
Mission Statements - Examples from Other Universities

• Drake's mission is to provide an exceptional learning environment that prepares students for meaningful personal lives, professional accomplishments, and responsible global citizenship. The Drake experience is distinguished by collaborative learning among students, faculty, and staff and by the integration of the liberal arts and sciences with professional preparation.
Mission Statements - Examples from Other Universities

• The University of Miami’s mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of the diversity of our University family, we strive to develop future leaders of our nation and the world.

• Flathead Valley Community College promotes excellence in lifelong learning, focused on student success and community needs.

• Our Mission is to foster the success of our students and their communities through innovative, flexible learning opportunities for people of all ages, backgrounds, and aspirations resulting in self-fulfillment and competitiveness in an increasingly global society.
Mission Statements - Examples from Other Universities

• Learn, Discover, Heal, Create – And Make the World Ever Better – University of Rochester

• "At McMaster, our purpose is the discovery, communication, and preservation of knowledge. In our teaching, research, and scholarship, we are committed to creativity, innovation, and excellence. We value integrity, quality, and teamwork in everything we do. We inspire critical thinking, personal growth, and a passion for learning. We serve the social, cultural, and economic needs of our community and our society."
Mission Statements - Examples from Other Universities

• At Mount Saint Vincent University, we are committed to academic excellence, and our passion is a rich and rewarding university experience.

• We are dedicated to the pursuit of knowledge: scholarship, teaching, and intellectual endeavour of the highest quality, and we promote accessibility through flexible learning opportunities and services.

• We are inspired by our strong tradition of social responsibility and our enduring commitment to the advancement of women.

• Our people are our foundation and our relationships are built on respect and accountability.
Mission Statements - Examples from Other Universities

- We prepare students to create the future.
A Vision Statement Should Be:

- Brief
- Memorable
- Inspiring
- Challenging
- Descriptive of the ideal
- Appealing to all stakeholders
- Descriptive of future service levels
Who should a Vision Statement be for?

– Us?

– Our community?

– All stakeholders, but how it’s pitched reveals a truth about our aspirations.
Texas A&M University-Commerce’s Vision Statement

Texas A&M University-Commerce, as a part of the A&M family of universities, will become the university of choice for all those seeking a higher education in the Northeast Texas region and beyond. It will provide traditional and non-traditional learning opportunities through existing and new programs that set high expectations and goals for students, faculty, and staff. The university will provide a sense of community through a nurturing environment for all individuals in order to maximize learning, career and personal development. A&M-Commerce will become a place where students, faculty, staff, and community are engaged in the pursuit of excellence.
A Vision Statement Answers These Questions:

- What are our aspirations?
- What is our ideal future?
- What do we desire to accomplish?
- What will our organization look like in the future?
- How do we wish to be known by our customers, members and our community?
- How will we enhance the quality of life for those who use our services?
Does it…

Inspire you? Energize you?

Does it communicate to you:

• what our aspirations are?
• our ideal future?
• what our organization will look like in the future?
• how we wish to be known by our community?
• how we will enhance the quality of life for those who use our services/resources?