

Thanks, everyone, for your participation thus far in viewing the mission/vision/values display in the University Center Gallery.

Yesterday, 65 members of the campus community stopped by to view the draft statements and, in many cases, to leave comments.

The display is available again **today--Thursday, September 18--until 3 p.m. in the Gallery.**

Next week, we will mount a second two-day series in Rassman 100: Wednesday and Thursday, September 24 and 25, 9 a.m. to 3 p.m. both day.

Also, don't forget the two open-agenda meetings scheduled for next week:

- Monday, September 22, 2:30 p.m., University Center Nasworthy Suite
- Thursday, September 25, 4:15 p.m., Rassman 105

These sessions provide an opportunity to present concerns, get clarifications, or ask questions related to the draft statements, as well as the entire strategic planning process in general.

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In conversations over the last several days, I've been made aware that some confusion still exists between the function of a mission and a vision.

A **MISSION** outlines an organization's reason for existence. Mission statements usually have three parts:

- A PURPOSE--What opportunities or needs warrant our existence?
- Our BUSINESS--What do we do to address these needs?
- Our VALUES--What beliefs and principles guide our work?

Here's an example: "Marshall University is a *multi-campus public university providing innovative undergraduate and graduate education [business; what we do] that contributes to the development of society and the individual [purpose; reason for existence].* The University *actively facilitates learning [business; how needs are addressed]* through the *preservation, discovery, synthesis, and dissemination of knowledge [values; guiding principles and beliefs].*

A **VISION** is our "stretch statement," providing a future-oriented statement of where we ultimately want to be as an institution.

- Some vision statements are very general; for example, James Madison University states, very simply, that their vision is "to be the leading comprehensive university," while "The University of Tennessee Knoxville intends to be the preeminent public research and teaching university linking the people of Tennessee to the nation and the world."

- Other institutions are more specific. Consider this example from a campus in the California State University system: "CSU Stanislaus strives to become a major center of learning, intellectual pursuit, artistic excellence and cultural engagement for California's greater Central Valley and beyond. We will serve our diverse student body, communities and state by creating programs, partnerships and leaders that respond effectively to an evolving and interconnected world."

Any format of vision is acceptable, as long as it is supported and embraced by the campus community.



James M. Limbaugh, Ph.D.

Vice President for Strategy, Planning and Policy

Angelo State University

Member, Texas Tech University System

2601 W. Avenue N.

ASU Station #11017

San Angelo, TX 76909-1017

Phone: 325.942.2708

Fax: 325.942.2705

email: james.limbaugh@angelo.edu