


**Our Mission. Our Vision. Our Values.**



*What concepts should be included in our mission, vision, and values statements?*

March 1, 2013

**Our time. Our plan. Our future.**

Please note the following when viewing results from this Open Forum 

- 71 Active Participants
- Bar chart shows responses from Active Participants

# Mission Statement


- A statement that delineates, in concise language, why an institution exists and what its operations are intended to achieve.
- Historically, mission statements have been long, “comprehensive” mission statements.
- Recent practice favors a short, basic statement of purpose – a clear, concise statement: “This is *what* we are here to do.”

# Vision

- A clear description of what the institution intends to *become* within a certain timeframe.
- The vision is the University's strategic position in the future.

# Core Values

- Values explain what the institution stands for and the way in which it intends to conduct its activities.
- Value statements declare: “These are the characteristics we believe are important in *how* we do our work.”

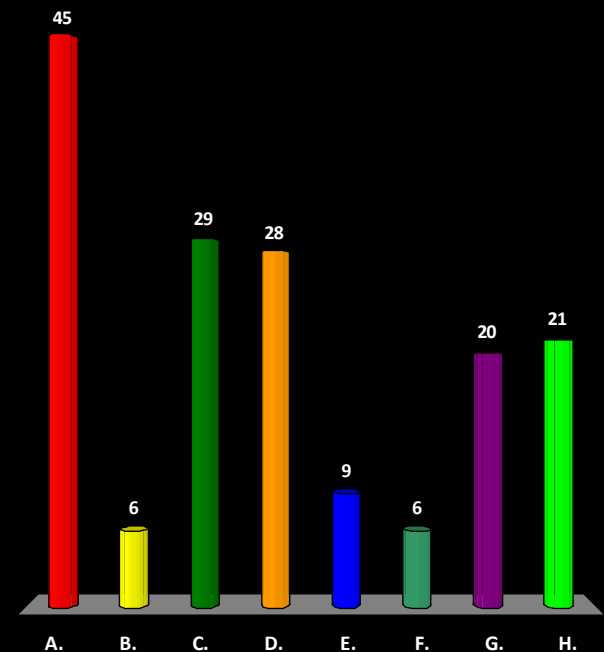


*The Strategic Plan  
provides the roadmap  
between the “current state” in 2013  
and the “desired state” in 2018.*

# Which of the following words or phrases do you feel best describe NKU?

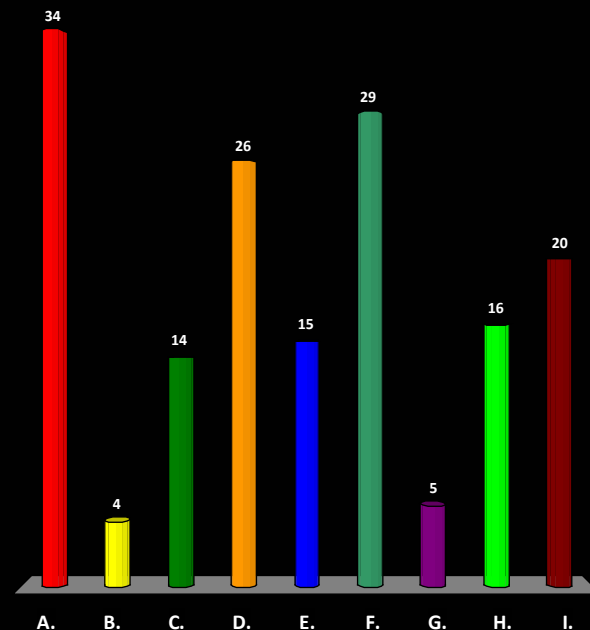
*(Choose top three)*

- A. Learner-centered teaching
- B. Excellence
- C. Access with the opportunity to succeed
- D. Public engagement
- E. Intellectual freedom
- F. Multiculturalism, openness, inclusiveness
- G. Innovation and creativity
- H. Collegiality, collaboration, civility



Which of the following would you like to see added to our core values? *(Choose up to three)*

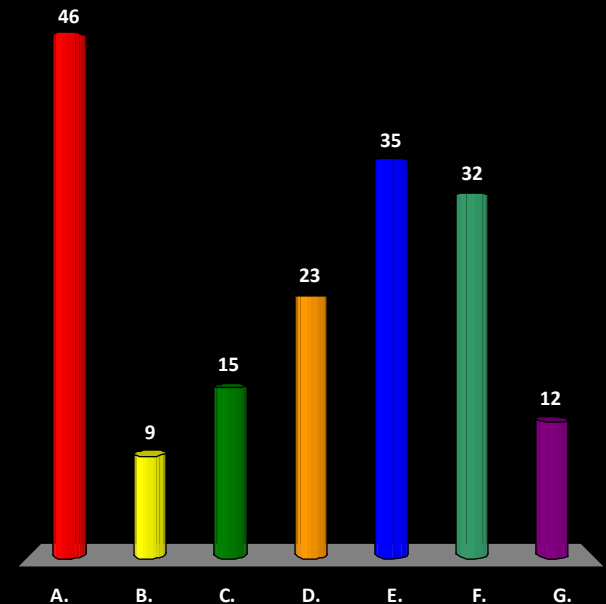
- A. Integrity
- B. Loyalty
- C. Respect
- D. Leadership
- E. Ethical
- F. Accountability
- G. Safety
- H. Caring
- I. Transparency





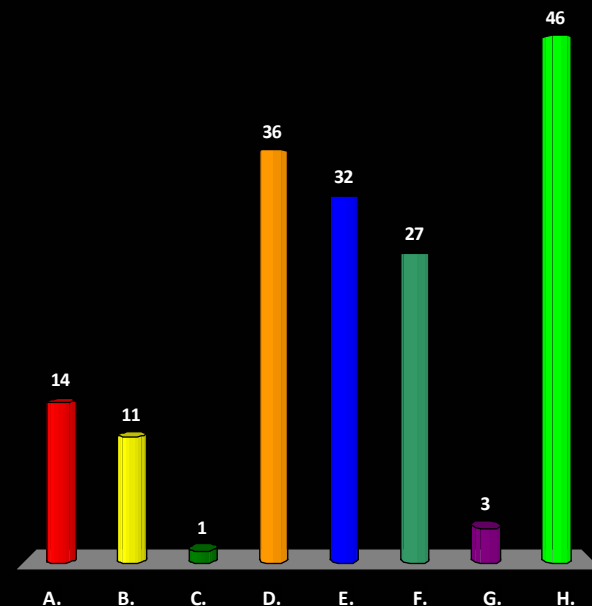
The following phrases appear in the NKU mission. What are the top three that you think should be included? *(Choose top three)*

- A. Educate students to succeed
- B. Comprehensive array of bac., master's, law, & selected doctoral programs
- C. Supports multi-dimensional excellence
- D. Embraces regional stewardship
- E. Outstanding faculty and state-of-the-art programs
- F. Emphasis on active learning
- G. Regional university in metropolitan area



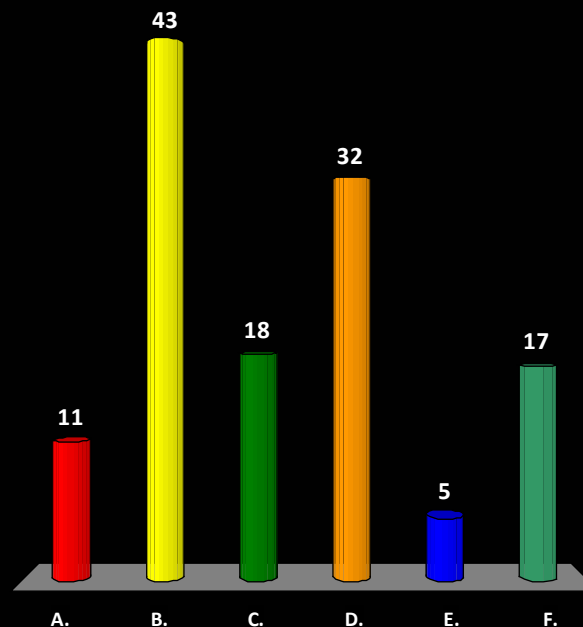
Would you include any of the following words in our mission? *(Choose up to three)*

- A. Career preparation
- B. Scholarly inquiry
- C. General education
- D. Critical thinking
- E. High standards
- F. Student success
- G. Access
- H. Life-long learning



The following words/phrases are in NKU's current vision. Are there any you would remove?  
*(Choose all that apply.)*

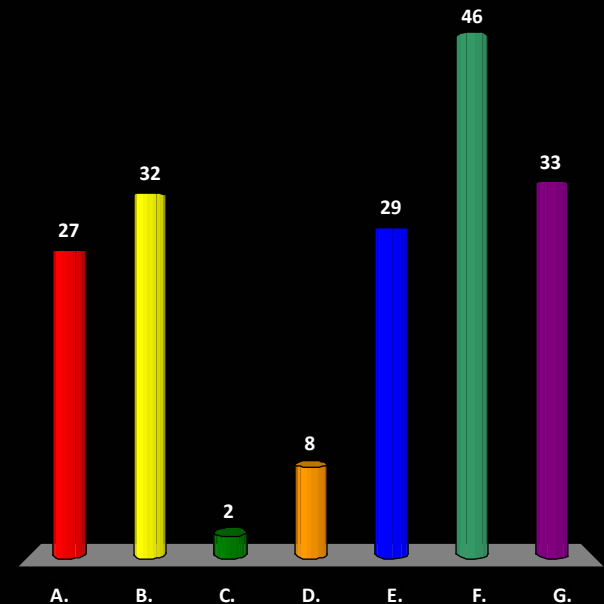
- A. Nationally recognized
- B. Premier
- C. Comprehensive
- D. Metropolitan
- E. Prepares students for life and work in a global society
- F. Provides leadership in advancing the cultural and civic vitality of the region and commonwealth



# Should NKU's vision include the following?

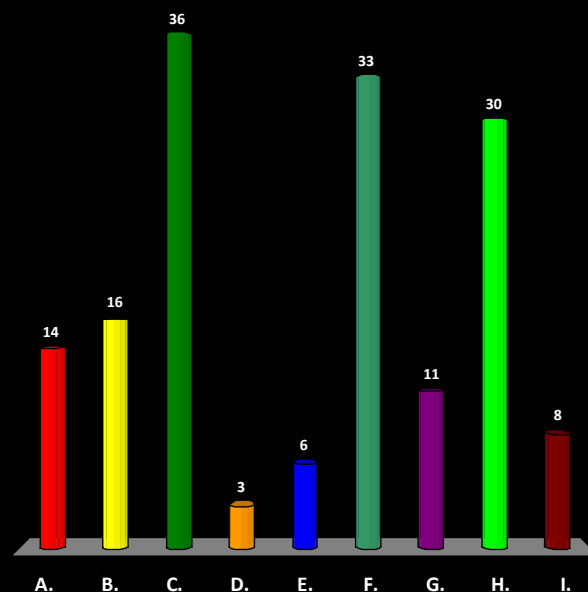
*(Choose up to three)*

- A. Be recognized as a leader in public engagement
- B. Focus on undergraduate programs
- C. Focus on graduate programs
- D. Increase research capacity
- E. Support student success
- F. Focus on excellence and quality in programs and services
- G. Be recognized as a student-centered, caring environment



# Which of the following commitments does NKU best demonstrate? *(Choose up to three)*

- A. Prepares students for life and work in a global society
- B. Provides leadership in advancing the cultural and civic vitality of the region and commonwealth
- C. Places learners at the center of all that it does
- D. Stresses excellence in every dimension of its work
- E. Holds high expectations for all students
- F. Provides support for student success
- G. Fosters a community that values openness, inclusion and respect
- H. Uses public engagement to advance the progress of the region
- I. Promotes an entrepreneurial spirit



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## Strategic Planning 2013

This is an opportune time for Northern Kentucky University to embark upon a strategic planning process as we near the end of our current plan, the *Points of Focus*. NKU will celebrate its 50th anniversary in 2018, and our process this year will result in a five-year plan that will serve as our roadmap toward that defining milestone.

During the Fall semester, I sought advice from the campus community on the timeline, format, and committee composition for a strategic planning process. I had conversations at the Fall planning collaboration retreat, with the college Deans; the department Chairs; the executive committees of Staff Congress, Faculty Senate, and the Student Government Association, as well as our directors and administrators. Based on that feedback, we have put together a strong and nimble strategic planning committee that will be assisted by several work groups this spring. To produce the best plan possible, we will also seek the collective thinking of our entire campus and the community through face-to-face forums, electronic forums, surveys, social media, and written suggestions.

The world as we know it is changing rapidly, including the world of higher education. It is becoming an increasingly competitive environment, and substantial challenges confront us. To continue to provide our students with the best education possible, we must seek effective solutions and opportunities that address these challenges.

This new plan will be our roadmap for developing and implementing strategies, programs, and initiatives. The plan will articulate a clear, succinct mission and vision of the university, and it will set strategic priorities that will guide our work and our investments.

### Schedule for Open Forums



[strategicplanning.nku.edu](http://strategicplanning.nku.edu)

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