



STRATEGIC PLANNING PROCESS
WORK GROUP MEETING SUMMARY

Mission, Vision, Values Review Work Group

| | | | |
|--|---|--|---|
| Meeting Date: 4 March 26, 2013 | | Start Time: 11 a.m. | End Time: noon |
| Members: | | | |
| <input checked="" type="checkbox"/> Janel Bloch | <input type="checkbox"/> Rachel Brueggen | <input type="checkbox"/> Chris Cole | <input checked="" type="checkbox"/> Katie Cox |
| <input type="checkbox"/> Annie Dollins | <input type="checkbox"/> Ali Hedges | <input checked="" type="checkbox"/> Ann James | <input checked="" type="checkbox"/> Alar Lipping |
| <input type="checkbox"/> Geoffrey Mearns | <input checked="" type="checkbox"/> Vickie Natale | <input checked="" type="checkbox"/> Scott Nutter | <input checked="" type="checkbox"/> Sally Parker Lotz |
| <input checked="" type="checkbox"/> Linda Reynolds | <input checked="" type="checkbox"/> Sam Zachary | | |
| Meeting Location : SL 3 | | | |
| Invited | | | |
| Guests: | | | |

Items for discussion/decisions *(attach supporting documents as necessary)*

| Item | Presenter | Time |
|---|-----------|------|
| 1. Sub-group reports on mission, vision, and values | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |

Action Items *(attach supporting documents as necessary)*

| Item | Outcome | Responsible Person | Due Date |
|------|---------|--------------------|----------|
| | | | |
| | | | |
| | | | |
| | | | |

Notes:

1. Each sub-group reported out on activities.
 - a. MISSION
 - 1) Met for about 7 hours to develop variations for others to consider. Important to include statement that said something unique about NKU. Looked at survey responses to determine what others thought was important.
 - 2) Wanted it to be lots shorter than present mission but not generic. That's why they included descriptions of "Metropolitan University" and other descriptors.
 - 3) Included who we are, what we do, and why we do it, as mission statements usually do.
 - 4) Should we include "tri-state area" to leverage geographic location? Audience is people outside NKU, so they need to know how/where we are situated.
 - 5) Should we include "student success?" President Mearns believes it's important.
 - 6) "High standards" is consistently strong in surveys.
 - 7) We should submit options for the steering committee to consider.



STRATEGIC PLANNING PROCESS
 WORK GROUP MEETING SUMMARY

- 8) **Conclusion: Submit revised alternate #1 and then other versions for committee consideration.**
- b. VISION
- 1) Some discussion about whether or not we are doing the recommended vision statement (most recent version = Janel Bloch). We are, but we are not nationally recognized for it.
 - 2) Group seemed to like it. Succinct and understandable;
 - 3) **Conclusion: Submit revised version:** “By its 50th anniversary in 2018, NKU will be nationally recognized for its innovative approaches to student success and its personal connection to students, faculty, and staff.”
- c. VALUES
- 1) Questions about integrity are coming increasingly into question. It is threaded through all that we do in teaching, leadership, curriculum, and more. American University has “integrity” as the core of its operations. A number of universities have centers of ethics to guide and promote moral excellence. In higher education we are losing moral excellence and therefore reputation. At NKU, we need to make sure that our students come out of our experiences with integrity. Alar provided seven recommendations from the Center for Academic Integrity. He believes that all of us need to know what integrity means and how to practice it.
 - 2) Agreement that integrity needs to be woven in to list of core values.
 - 3) Questions about including “public engagement.” Some feel it is an activity and not value. Also, it is included in the mission statement.
 - 4) Delete “mutual trust” from bullet point #3 and instead insert in bullet #4 to read: “Responsibility and accountability that supports collegiality, collaboration, and mutual trust.”
 - 5) Delete “public engagement” in bullet #5 or offer it as alternative.
 - 6) Add: “High standards of excellence for students and faculty”
 - 7) Add: “Innovation and creativity that supports student success.”
2. Vickie will work up a draft report and circulate for comments. On April 5 at our next meeting we can discuss and finally refine report.
 3. For the presentation, Vickie will talk about mission, Sam will talk about vision, and Alar will talk about values.

Next Meeting:

| | |
|-------------------------------|--------------------------------|
| Date: April 5, 2013 | Location: SL 304 |
| Beginning Time: 3 p.m. | Ending Time: 4 :30 p.m. |