

**Vision and Mission Survey Questions**  
**Central Washington University**  
**October 4, 2021**

Central Washington University's vision will inspire our community to dream; our mission will inspire us to action.

**Definitions and Survey Questions**

**VISION**

*Definition*

A vision statement is an aspirational, memorable, future-oriented statement that is big and bold enough to propel the university forward. It should inspire the members of the institution to strive for their dream and constituencies outside the institution to support that dream.

*Questions*

- What does an aspirational future (15-20 years) look like for CWU? What is your big and bold dream for CWU?
- What should we most value and invest in as an institution?
- What will inspire our community to thrive in pursuing our aspirations and dreams?

**MISSION**

*Definition*

A mission statement captures the university's core purpose and inspires consistent, high quality, and intentional actions by which the vision will be achieved. It guides strategic planning and decision making.

*Questions*

Given the big, bold vision you see for CWU,

- What aspects of the university should we leverage to realize this vision?
- How should we go about realizing this vision?
- Why should we strive for this vision?