

Vision, Mission, Strategic Plan Steering Committee

Thursday, September 9, 2021

11:00-2:00 University House

Members

- Former Faculty Senate Chair – Elvin Delgado
- Exempt Employee – Jonathan Henderson
- Classified Employee – Missy Davis
- Undergraduate Student – Madeline Koval
- Graduate Student – Jessica Murillo Rosales
- Provost’s Council – Jeff Stinson
- Academic Department Chair Council – Jennifer Dechaine
- Student Success – John Vasquez
- University Centers – Lauren Hibbs
- Athletics – Laura Dahlby Nicolai
- Equity – Sigrid Davison
- Foundation Board / Alum – Wendy Iwaszuk

11:00 Gather and Introductions

- Name, Area you work in, Area you represent
- Purpose/Calling -- why are you here, at CWU, doing what you do?
 - Question of Vocation/Calling: what calls to you, from outside in the world to the inner depths of your being, to be here, doing what you do?
 - What can you NOT NOT DO?

11:30 Definitions of Vision and Mission Statements

- See Readings -- and offer Quotes -- me to take notes and then write this up
- Peter Senge -- The Fifth Discipline
 - Gap between Current Reality and Ideal/Visionary state develops a Creative Tension
 - Creative Tension propels us forward to fill this gap
- *SMALL GROUP -- to help take what I capture in my notes to turn it into a definition*

12:00 Lunch

12:30 CWU's Vision and Mission Statement

- Does it fit our definition?
- How or how not?
- CWU's Strategic Plan -- bottom up -- we are all things to all people
- Flip this -- Vision to drive everything -- Creative Tension to propel us forward
- Strategic Plan -- the bridge to get us there

1:15 Analysis of Sample Vision and Mission Statements

- Select one or two that resonated with you -- How? Why?
- Do they fit our definition of Vision and Mission statements?

Assignments

1. *Find University Vision and Mission statements that resonate with you to share. Explain why you selected them. Send me 2-3 by Monday, September 20.*
2. *Consider questions we could ask in a survey to the university community. Open-ended. Send to me by Monday, Sept 20.*

Examples

- Vision: What makes us special, unique, different -- or could if we elevated it? What is our niche? CWU will be the premier comprehensive university in the PNW at ...
- Mission: What do we do? How do we do it? Why do we do it?

Next Meeting -- Tuesday, September 28

- Review additional Vision and Mission statements
- Develop questions for survey

Dates and Timeline

- Survey goes out October 4 to 15
- October 18 to November 5 -- Groups of 4 -- take the feedback we receive from the survey and draft 1 Vision and 1 Mission statement in your group
 - *Create a group with folks you don't know? Me to develop groups?*
 - *Schedule 2-3 meetings (Jonathan -- if this is Qualtrics, when can we pull down responses?)*

Final Assignment

Anyone who wants to work on developing the University Feedback Process with me, let me know (November 15 to December 3)