



Vision and Mission Statements

Open Forums



Session Format

- Introduction
- Small Group Discussion
- Sharing Out
- Summary and Next Steps



Vision and Mission Steering Committee

- Elvin Delgado, Former Faculty Senate Chair
- Jonathon Henderson, Exempt Employee
- Missy Davis, Classified Employee
- Madeline Koval, ASCWU
- Jessica Murillo-Rosales, Alumni representing Graduate Students
- Jeff Stinson, Provost's Council
- Jennifer Dechaine, Academic Department Chair Council
- John Vasquez, Student Success
- Lauren Hibbs, University Centers
- Laura Dahlby Nicolai, Athletics
- Sigrid Davison, Equity
- Wendy Iwaszuk, Foundation Board/Alumni/Community Member



Process to Date

- Steering Committee review of research and examples
- Definition of Vision and Mission
- Campus Survey – October 2021
- Themes announced – November 2021
- Drafting of Vision and Mission Statements – November 2021 to February 2022
- Open Forums – March 2022



Definition of Vision and Mission

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

A **vision statement** inspires the community to dream and is:

- Focused and future-oriented
- Memorable
- Big and bold.

A **mission statement** inspires the community to action and answers:

- What we do
- How we do it
- Why we do it.



Initial Themes

- **Equity, Diversity, Inclusion, Belonging** – To move away from a deficit model and towards a culturally-sustaining/cultural wealth model
- **Sustainability** – Broadly considered to include people, planet, profit – or social, environmental, financial – also known as the triple bottom line
- **Engaged Learning** – Broadly considered to include high impact practices, community engagement, leadership, active learning, academic rigor and support, knowledge and skills, student success, etc.



Five Forums

Choose One Only

- Thursday, March 3 (1:00-2:30 pm) – CWU-Des Moines
- Thursday, March 3 (6:00-7:30 pm) – SURC Ballroom
- Tuesday, Mar 8 (1:00-2:30 pm) – SURC Ballroom
- Friday, March 11 (9:00-10:30 am) – SURC Ballroom
- Friday, March 11 (2:00-3:30 pm) – Virtual Event



Small Group Discussion Purpose and Goals

- Elevating shared governance and building democracy
- Tearing down silos and fostering collaborative and inclusive thinking
- Building an institutional mindset



Small Group Discussion Process

- Democratic process
 - Use “I” statements
 - Listen and acknowledge others
 - Be collaborative and inclusive
- Build Consensus
 - Share and listen
 - Move towards group agreement
 - Acknowledge the group agreement



A “Purposeful Pluralism”

“Colleges and universities are microcosms of pluralistic, multiethnic democracy that have the capacity to model for students how to interact with one another across a vast spectrum of experiences to forge democratic compromise, consensus, and will.”

Ronald J. Daniels, *What Universities Owe Democracy*



Small Group Discussion Process

- Brief Introductions
- Select a Facilitator
- Complete the Table Sign-In Sheet (indicate Faculty, Staff, Student, Administrator, Community Member status)
- Write your Table Number on your Draft V/M Statements
- Read through all five statements as a group
- Select the top 3 to work on first
- Total time: 40 minutes



Small Group Discussion

Evaluation of Vision and Mission Statements

From the Group Consensus:

- Circle statements, phrases, or words that you like
- Strike through statements, phrases, or words that you do not like
- Do not edit (we will have 60 of these to review!); use large markers

If time allows:

- Draft your own Vision and Mission Statement
- Remember that a Vision statement must be focused and specific!



Reporting Out

(If time allows)

- Which draft vision and mission statements did your group prefer? Why?
- What phrases caught your attention?
- What questions do you have?

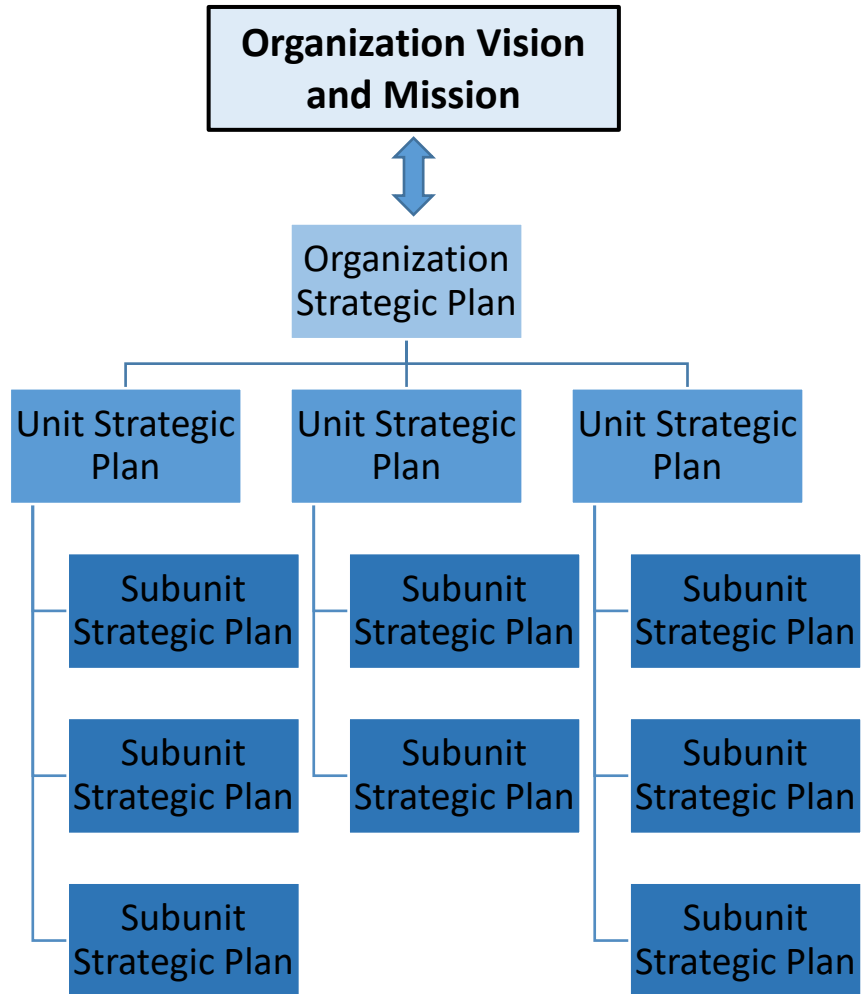


Vision/Mission Summary and Next Steps

- Open Forums, March 3-11, 2022
- Collating and Analyzing Feedback, March 2022
- Revising Vision and Mission Statement(s), April 2022
- Executive Leadership Team Review, April 2022
- Campus Sharing through Shared Governance, April/May 2022
- Board of Trustees Review and Approval, May 2022



Role of Strategic Plan



A **strategic plan** provides a pathway to realize the **vision** and **mission** through:

- Setting 3 or 4 broad goals
- Determining concrete and achievable actions or objectives under each goal
- Setting metrics to measure success.

The university's strategic plan will cascade throughout the university so that all of the units ultimately support the vision.



Strategic Planning Process

- Generate draft goal areas – March/April 2022
- Share with campus for feedback and suggestions for actions and metrics – April/May 2022
- Initial Draft Strategic Plan Possibilities – May/June 2022
- Research and Data Collection – July/August 2022
- Review and Feedback Process – September/October 2022



Final Questions?



Thank you for your participation and engagement!

