

**Draft Questions for Vision and Mission Survey  
From V/M/SP Steering Committee  
September 20, 2021**

Vision questions:

1. What drew you to CWU?
2. What areas would you like to see flourish at CWU?
3. What are some future initiatives you hope CWU takes?

Mission questions:

1. What are previous initiatives from CWU that have left a positive impact on you?
2. What keeps you at CWU (Excluding location)?
3. How does CWU benefit your and your group/identity? (Ex: BIPOC, Graduate Student, Faculty, Staff, LGBTQAI+).

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Vision Questions

- What makes us special, unique, different?
- What is our niche?
- CWU will be the premier comprehensive university in the PNW at ...

Mission Questions

- What do we do?
- How do we do it?
- Why do we do it?

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The these come from the reading about vision/mission you provided.

- What deliverable(s) have you most enjoyed working on? Why? What did you enjoy about it (them)?
- What were the conditions when you enjoyed working with a colleague or student at CWU (and/or surrounding community)? Who were they, what was the context, what were your experiences, what was the outcome?

These questions come from academic articles

- **Tell me a story** that illustrates what CWU is like at its best. (same question with worst)
- **Tell me a story** about a time you were most proud to be a Wildcat/ CWU student or employee.
- **Tell me a story** about a time you felt you belonged (anywhere, at CWU or elsewhere).

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1. In what ways does CWU differentiate from other (especially peer) institutions? In what areas or ways should CWU differentiate from other (especially peer) institutions?
2. Describe the ideal CWU student/learner.

3. What is the most important investment CWU can make for future success? In what activities or areas does CWU overinvest?
4. (A potential re-framing of Q1) What are the top three programs/attributes for which CWU is known? What are the top three programs/attributes for which CWU should be known in the future?

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1. What aspects of our current Vision and Mission do you like? Why?
2. What aspects of our current Vision and Mission you don't like? Why?
3. How can we re-define the Vision and Mission of CWU in a way that address the evolution of our campus community?

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- If you were to tell a lifelong friend about the positive aspects of CWU, what would you say?
- 20 Years from now, I would be proud if CWU was well known for \_\_\_\_

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- What are our core values?
- What is CWU known for?
- Who do we serve?
- What is our purpose?
- What makes us unique?
- What do you hope our students will know and be able to do by the time they graduate?
- What type of students do we want to develop?
- How might we develop the desired knowledge, skills, and mindsets?
- How might we assess the desired outcomes?
- What is the role of the teacher?
- What is the role of technology
- How can we all work together to achieve our desired outcomes ?

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**Vision:**

- What three characteristics can CWU most empower (i.e. health and wellbeing, innovation, service learning)
- What is the greatest need CWU could fulfill?
- What state, national, or global niche is CWU most well positioned to solve?

**Mission:**

- What are CWU's greatest assets for students; faculty; staff; community members; employers?
- How/are we responding to the skills and values of Gen Z (Social, entrepreneurial, tech savvy, philanthropist)?

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- Where and how is CWU poised to make a greater impact?
- What is CWU already doing that could benefit from more focus in that area?
- What do others see as CWU's weaknesses?
- CWU's current Mission/Vision highlights \_\_\_\_\_.\*. What does \_\_\_\_\_ mean for your division?  
\*Could be: access, diversity, inclusion, sustainability, entrepreneurial, etc.