

Vision, Mission, Strategic Plan Steering Committee Meeting #1, September 9, 2021

Definition of a Vision Statement

A vision statement

- inspires dreams
- is something that we are always working toward
- is a long term goal, which may feel almost impossible
- is idealistic
- identifies a major issue and the solution to that issue
- must be bold and big enough that everyone is inspired by it
- is what's around the next corner
- is inspirational and aspirational
- is the dream we want to achieve
- should provide a framework that will guide our daily choices
- is like closing your eyes to see where you are going; you can't achieve it (vision), but you're always working towards it
- needs to be memorable; we need to be able to say it by memory
- should inspire people to dream
- should inspire people to strive for excellence
- might disrupt business as usual
- should capture the work we want to do at our core—what makes us different
- will allow us to shoot for the stars even if maybe we will only land on the moon
- should connect us with something bigger than ourselves
- should be for ourselves and propel us forward.

Our vision statement should be truly visionary, unlike our current vision statement which sounds like every other regional comprehensive institution.

Definition of a Mission Statement

A mission statement

- inspires action and drives our daily choices
- the overarching objective of the university
- outlines what the university would have to do consistently and excellently to make the vision a reality
- describes what we are going to do and why we are going to do it, and maybe how we are going to do it
- describes where we are now and why we exist

Other Thoughts

One of these must be memorable, so that you can memorize and answer the question "What's at your core?" "Why are we doing this?"

The vision, mission, and strategic plan must drive choices are intentional and active. They must be for us (CWU) not only for the outside.