

Vision and Values

Strategic Planning Steering
Committee Recommendations

August 20, 2014

First Guiding Principle

- UMBC'S strategic planning process will be rooted in reflection on UMBC's vision and values
- Extensive campus reflection led by SPSC
 - Spring 2013 campus survey
 - 2013 University Retreat discussions
 - Fall 2013 community conversations
 - Spring 2014 discussion of vision drafts

Mission, Vision, Values

- Mission statement: a comprehensive, externally-approved description of UMBC's role in the State.
- Vision statement: a statement of campus aspirations to guide strategic planning and campus development.
- Values: Widely-held community beliefs and practices that form culture.

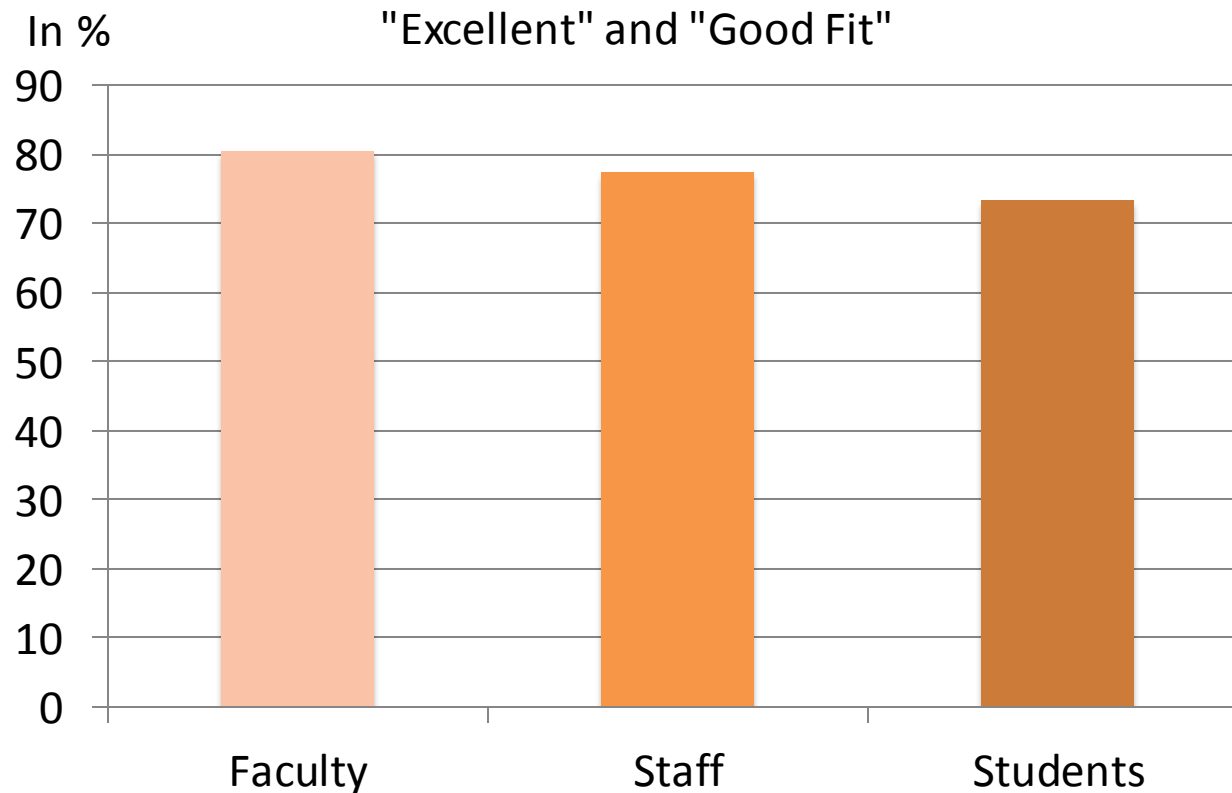
UMBC Mission Elements

- Public research university integrating teaching, research and service.
- Strong undergraduate liberal arts foundation.
- Graduate-level emphasis on science, engineering, information technology, human services and public policy
- Contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K-16 partnerships, and technology commercialization.
- Dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

Current UMBC Vision

UMBC seeks to become the best public research university of our size by combining the traditions of the liberal arts academy, the creative intensity of the research university, and the social responsibility of the public university. We will be known for integrating research, teaching and learning, and civic engagement so that each advances the others for the benefit of society.

Spring 2013 Survey: How Well Does Vision Statement Fit with Personal and Professional Goals?



Percentage response "Poor Fit:" Faculty, 1.7%; Staff 1.8%; Students, 4.0%
Percentage response "Doesn't Fit:" Faculty, 0.3%; Staff 0.9%; Students, 1.8%

Values

August 2013 University Retreat

Values important to shaping a compelling vision:

- Ambition
- Collaboration
- Commitment to people
- Compassion
- Diversity
- Excellence
- Flexibility
- Generosity
- Hard work
- Inclusion
- Innovation
- Interdisciplinarity
- Transparency

Values

Fall 2013 Campus Conversations

Most frequent positive mentions:

- Civic engagement
- Diverse/Diversity
- Global
- Inclusive
- Intensive creativity/Creative intensity

Framework for Vision Development

Fall 2013 Strategic Planning Steering Committee Retreat

- Current vision comfortable but conservative
- Effective vision should be aspirational, challenging
- Continue to strive to be a model
- Creativity is fundamental
- Diversity, inclusiveness, excellence important elements
- Must be clear we value all forms of knowledge and inquiry

Spring 2014 Vision Development

- Three draft visions guided by SPSC framing
- SPSC preview in Vision Gallery along with other institutions' visions
- Refinements
- Vision Gallery shared and discussed in 13 campus meetings

Covision Poll Instructions

On your tablet or laptop, connect to the UMBC
Wifi and go to: umbc.covision.com

DRAFT A

Our UMBC community will redefine the impact a public research university can achieve through leading-edge teaching, discovery, and civic engagement. By valuing diverse perspectives, we will attract inquisitive minds that thrive on solving problems through collaboration. We will prepare students and empower scholars to succeed in life and transform the world.

DRAFT B

Our UMBC community will sustain a diverse and dynamic culture that is a model for excellence in higher education. We will build on a foundation of innovative teaching, discovery across disciplines, and robust civic engagement to provide a distinctive experience for students, scholars, and staff. By attracting and nurturing inquisitive minds, we will advance knowledge, ask and explore bold questions, and engage in creative and entrepreneurial endeavors as we transform lives, careers, and the world.

Next Steps

- Final editing and selection
- Guide objectives set by Strategy Groups
- Vision and supporting values communicated as appropriate in final plan and key University documents, websites