

VISION STATEMENT DEVELOPMENT

Spring 2013:
Campus Strategic
Planning Survey



August 2013:
University Retreat
Participants Shared Values
Important to Shaping a
Compelling Vision



Fall 2013:
Campus Conversations
About Vision and Values



Winter 2014:
OIA Communications
Team Drafts Multiple
Vision Statements



Fall 2013:
Strategic Planning Steering Committee
Framework for Vision Development

- Current vision is comfortable but conservative – a more aspirational and challenging vision is right for this point in time.
- Campus should continue to strive to be a model.
- Creativity is fundamental to our work.
- Diversity, inclusiveness, and excellence are vital elements.
- Must be clear we value all forms of knowledge and inquiry.

Spring 2014:
Steering Committee Shares Draft Vision
Statements in Campus Conversations



Which vision is UMBC's? Three draft visions for UMBC tested by presenting them in a gallery of anonymous vision statements from multiple campuses. One particular draft vision statement resonated with many in the UMBC community.

- *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.*

August 2014:
University Retreat
Participants
Provide Feedback
on Final Drafts



Fall 2014:
Strategic Planning
Steering Committee
Selects Vision,
Makes Final Edits

