

MISSION, VISION, VALUES: WHAT'S THE DIFFERENCE?

STATEMENT OF ASPIRATIONS
TO GUIDE STRATEGIC PLANNING
AND CAMPUS DEVELOPMENT

- **Inspires** and **motivates**
- Reflects **achievements** and **aspirations**

VISION

COMPREHENSIVE,
EXTERNALLY-APPROVED
DESCRIPTION OF UMBC'S
ROLE IN THE STATE

- Communicates **purpose** to the UMBC community and stakeholders
- Describes **what we do**

WIDELY HELD COMMUNITY
BELIEFS AND PRACTICES
THAT FORM CULTURE

- Describe what we **believe** and how we **behave**
- **Guide** decision-making and establish standards

MISSION

VALUES