

## **UMBC Core Values Survey Summary**

### **January 23, 2025**

During fall 2024, UMBC began building a framework, organizational structure, and timeline to facilitate the development of a new strategic planning process under new senior leadership. Foundational to an organization's strategic plan is a set of core values to anchor its mission and vision. A university's core values express what is important to the work that it does and conveys how institutional actors will conduct themselves in their work on behalf of the institution. To that end, a Core Values Survey was administered to the UMBC campus community to learn what it most valued. Results show consistency with what leadership learned from the Bold Conversations, particularly around the shared values of inclusive excellence, student success, academic excellence, community engagement, and an innovation mindset.

The survey was launched using the Qualtrics survey software to all students, faculty, and staff on November 7, 2024. The survey closed on November 17, 2024. Reminder emails were sent via constituency groups while also being mindful to follow-up with non-exempt staff who are not part of the Non-exempt Staff Senate. Over 1,000 individuals accessed the survey and 789 provided responses.

Two members of the Institutional Research, Analysis and Decision Support (IRADS) office content analyzed the data. Coding was conducted over multiple iterations to ensure intercoder reliability and face validity. The 789 responses (full and partial) resulted in over 2,000 subthemes generated across the three questions asking the community what UMBC's three most important values should be. Using a grounded approach, the subthemes emerged from the data. Codes imbuing like or related subthemes were grouped together to form a main theme.

Below is a list of the five core value main themes that emerged from the analysis: (1) inclusive excellence, (2) student success, (3) academic excellence, (4) community engagement, and (5) an innovation mindset. Below each of the main themes are a representative selection of subthemes. Subthemes reveal more specific aspects of a main theme and provide further detail about that main category.

Of note, there were four main themes with fewer than 100 mentions each that are tangentially related to the top five main themes. They include: facets of a collaborative mindset, integrity, research focus/research excellence, and employee focus/valuing employees.

## Top Five Core Value Themes - Main and Representative Subthemes

### ***Inclusive Excellence (576 mentions)***

- Anti-racism
- Belonging
- Civility
- Compassion
- Diversity
- Diversity and inclusion
- Empathy
- Empowerment
- Equal opportunity
- Equality
- Equity
- Getting along together
- Healing
- Inclusion
- Inclusive excellence
- Inclusive space
- Inclusiveness
- Inclusivity
- Respect
- Respect for one another
- Supportive community
- Supportive inclusive community
- Welcoming
- Acceptance of diverse opinions
- Developing an inclusive environment
- Diverse learning environment
- Inclusive decision-making
- Kindness
- Open Discourse
- Open-mindedness
- Protecting diversity
- Sense of belongingness
- Supportive community
- Supportive environment for scholarly community
- Welcoming diverse learning environment

### ***Student Focus/Student Support/Student Success (n = 228)***

- Career readiness
- Health and well-being
- Quality student life
- Safety
- Student happiness
- Student personal growth
- Student social engagement
- Student success
- Student support
- Student well-being
- Student-centered
- Supporting students' academic development
- Well-being

***Academic Excellence (n = 179)***

- Academic achievement
- Academic and scholarly integrity
- Academic excellence
- Academic growth
- Academic integrity/honesty
- Academic preparation
- Academic quality
- Academic rigor
- Achievement
- Best education
- Develop scholars
- Education excellence
- High quality education
- Honors university
- Intellectual rigor
- Learning focus
- Quality education
- Rigorous scholarship
- Student integrity

***Community/Community Engagement/Engage with Communities outside UMBC (n = 151)***

- Building community
- Campus Engagement
- Campus involvement
- Commitment to Maryland
- Commitment to public service for Maryland and beyond
- Community
- Community Engagement
- Community engagement - Baltimore
- Community Engagement at local and national level
- Community partnership and positive impact on spaces outside of the school
- Impact for the public good
- Regional community engagement
- Research for public good
- Service or support for our larger communities
- Social impact - Baltimore
- Social Responsibility

***Innovation Mindset/Change/Adaptable (n = 113)***

- Academic achievement to advance society
- Adaptability
- Advancement
- Balance visionary and pragmatism
- Competitive
- Creativity
- Cutting-edge research
- Future Oriented
- Growth mindset
- Improvement
- Innovation
- Leader in higher education
- Nimble
- Research innovation
- Teaching Innovation
- Transformation