



DRAFT MISSION, VISION, & VALUES FOR CONSIDERATION

The RH2025 steering committee, with the support of the Senior Leadership Team, is pleased to present a proposed draft Mission/Vision/Values to the GVSU community. We are seeking your help in making final revisions to these, so that we may use these as guideposts in developing strategic priorities for the institution, the GVSU divisions and academic colleges over the next several months. The final Mission, Vision, and Values—along with strategies for the institution as we build towards greater success through 2025, will be approved by the Board of Trustees at its Nov. 2021 meeting.

Even more importantly at this time, we are seeking affirmation and support for this shared Mission, Vision and Values so that our conversations on strategies will be starting with shared values and sense of purpose.

| | 2016-21 | GUIDING FORCES | Proposed 2021-25 | Input sought from campus leaders |
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| MISSION | <p>Grand Valley State University educates students to shape their lives, their professions, and their societies.</p> <p>The University contributes to the enrichment of society through excellent teaching, active scholarship, and public service.</p> | <p>The current mission statement continues to enjoy widespread support across all sectors of the campus community, though many students confessed to having never read or heard the mission statement.</p> <p>Despite general satisfaction with the current statement, there was broad support for updating it. Normally, the values are not specified in the mission statement, but the intensity in the move towards inclusion and equity, as well as to highlight inquiry and liberal education, led us to including two of the three values here. We trust that the appearance of “inclusion” and “equity” here signals both urgency and commitment to these values for community.</p> | <p>Grand Valley State University: Transforming lives, professions, and communities through active inquiry across inclusive learning environments.</p> <p>Our educational opportunities <i>are accessible to</i> all, and are rooted in liberal education and forward-thinking professional education</p> | <p>Can you and your colleagues in your respective area support this draft mission for GVSU? Is your role in the reason for GVSU to exist reflected and included therein?</p> |

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| VISION | <p>Grand Valley State University demonstrates its commitment to providing an inclusive learning environment where all students can explore new directions, find their niches, and develop skills for life and productive careers.</p> <p>The University is known for increasingly innovative and outstanding teaching, recognized scholarship, significant community engagement, and excellent stewardship of its resources.</p> <p>Our University inspires and equips students to be active lifelong learners and global citizens. Grand Valley strives to be a model public university shaping leaders for success.</p> | <p>COMMITMENTS</p> <p>Knowledge and skills for the 21st Century – <i>an education that builds on our longstanding commitment to liberal education to include digital competencies, entrepreneurial opportunities, and cross-disciplinary synergies and expands our experiential learning commitments.</i></p> <p>Build on the reciprocity of learning – a signature of the faculty-student relationship at Grand Valley. <i>The Laker Lifetime Learning – a commitment established to create an ongoing connection between Lakers and the university.</i></p> <p>Expand access to new learners with high-quality online/hybrid adult learning and new pathways to GVSU. <i>A Talent Epicenter to attract entrepreneurs and employers to the talent of Grand Valley, expanding experiential learning and post graduate opportunities while addressing their talent needs</i></p> | <p>We lead in learner-driven experiences that integrate liberal and professional education to achieve a lifetime of growth and purpose.</p> <p>We live this by providing personalized, compelling, and equitable opportunities for <i>all</i> learners.</p> | <p>The vision for an organization is a primary responsibility of the organization's leadership. One of the most important roles for a university president and executive leadership team is developing, articulating, and acting on that vision.</p> <p>The RH2025 process is a conversation between students, faculty, and staff about our shared purpose, and shared work at Grand Valley State University. It is also a conversation between these sets of stakeholders and GVSU leadership on that vision.</p> <p>Therefore, we ask for your support for this draft vision, as well as concerns that leadership should be aware of in moving from this general vision for the university through strategies in each division/college.</p> |

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| Inclusive & Equitable COMMUNITY | <p>The University values its connections to, participation with, and responsibility to local communities, West Michigan, the state, the nation, and the world. We value the collaboration of faculty members, staff members, and students with external partners in addressing mutual interests and community needs. The University offers the communities it serves resources and inspiration in their own lifelong pursuit of knowledge. Faculty and staff members are encouraged to contribute their expertise and service working in partnership with communities. Students are encouraged to take part in various service learning and volunteer opportunities in their communities and abroad. To foster and expand these community connections, the institution and its members promote, value, and honor diverse perspectives.</p> | <p>No more important value emerged from 2019 huddles, 2020 huddles, and stakeholder group discussions. GVSU students are particularly passionate about their desire—demand—for an inclusive and equitable learning environment for all. Faculty and staff are likewise vocal in their expectation for this central value for success as an institution.</p> <p>A strong community of any size and purpose, is by definition one that is inclusive and equitable. We are using these adjectives to further quality our concept of “community” in order to:</p> <ol style="list-style-type: none"> 1. Show our seriousness (to ourselves and to the wider world) about this; 2. Acknowledge that some among us have not always felt included and fully valued in the past and present. 3. Affirm the essential nature of inclusion and equity in a liberal education. | <p>Community is an important value to GVSU, both to the institution, and to the region and world in which we live out the institution’s mission. We aspire to foster and sustain communities that are inclusive of all perspectives and individuals, demonstrate reciprocity, and actively lift up all voices in an equitable way. Students, faculty, and staff experience community on our physical campuses and in digital environments, as well as partner with individuals, groups, and institutions across Michigan and the wider world.</p> | <p>Affirmation and support for this as one of the four central values for the institution.</p> |
| INQUIRY | <p>The University values inquiry, which encourages the lifelong pursuit of knowledge to improve the human condition and expand our understanding of the world. Consistent with our historical commitment to liberal education, we invest our resources to promote intellectual growth, creativity, scholarship, and critical thinking in our students, our faculty and staff, and the communities we serve. We promote global education and an internationalization of our curriculum that celebrates and encourages intellectual</p> | <p>Various stakeholders—especially the faculty—were intent on affirming liberal education as well as the intrinsic value of scholarship. We were also happy to hear clear affirmation from students on Inquiry as an important value.</p> <p>Successful faculty-scholars remain active in research and creative inquiry in order to both model inquiry for students and to provide informed instruction in classrooms, labs, and studios. The act of questioning is an important element of education, and helps drive our</p> | <p>Inquiry is active questioning and problem solving that help improve lives and communities.</p> <p>Building on our strong foundation of a liberal education, we strive to provide relevant experiential opportunities that integrate with professional contexts. Active scholarship, expression, and innovation leads to fulfillment, prosperity, and justice.</p> | <p>Affirmation and support for this as one of the four central values for the institution.</p> |

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| | <p>exploration, open discourse, and the unfettered expression that characterizes the academy. We celebrate and promote freedom of speech as foundational to the creation and dissemination of knowledge in every discipline. We are committed to learning as a means of preparing individuals for academic success, meaningful careers, and exemplary community service.</p> | <p>entire enterprise as a public institution of higher education.</p> <p>In an era in which expertise is often challenged, the role of research and scholarship –and the expertise and knowledge gained through these processes–is as important as ever for a healthy and democratic society.</p> | | |
| INNOVATION | <p>The University encourages and appreciates innovation. We value entrepreneurship and integrative interdisciplinary collaboration that solves local, regional, and global problems and advances the common good. We strive for the development of innovative products, systems, and services that contribute to improvements in the wellbeing of individuals and our world. We trust that scholarship and the new knowledge it produces are worthy of our investments in their creation and proliferation. We manage our resources and structure our University to encourage new ideas, creativity in all its forms, and novel approaches to answering the most important and challenging questions of our time</p> | <p>There is no innovation without inquiry. Likewise, there cannot be genuine innovation without integrity in thought and action.</p> | | |
| INTEGRITY | <p>The University values honesty, fairness, and openness in its actions, transactions, and communications. Our emphasis on integrity compels us to respect and teach the fundamental tenets of a liberal education that remain central to our identity and reputation. We moreover value the incorporation of ethics into critical thinking and decision-making institution-wide. The value we place on integrity</p> | <p>Through our many discussions, we learned that many in our community see the previously distinct value of “Excellence” as related, if not largely subsumed by Integrity. We heard clearly from many individuals and through discussions that integrity serves as a “North Star” for individual students, faculty, and staff, as well as collectively to our institutional “self.”</p> | <p>Integrity drives us to be accountable to ourselves and to others. It moves us to actively pursue and sustain our educational mission, and be excellent stewards of our communities, our resources, and our planet.</p> | <p>Affirmation and support for this as one of the four central values for the institution.</p> |

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| | underscores our intention to be trustworthy, dependable, and adhere to legal and regulatory requirements; we aspire to set an example for others in our words and actions. Our stakeholders and the public can count on the University to make wise decisions and carry them out transparently and with fidelity to the University's mission and vision for its future. As members of the Grand Valley community we hold ourselves accountable to each other, the institution, and the broader public that we serve. | Inherent in the concept of integrity is responsibility: for our words and actions, and responsibility for careful stewardship and support for our campus, community, and environment. | | |
| Inclusiveness | The University values all identities, perspectives, and backgrounds and is dedicated to incorporating multiple voices and experiences into every aspect of its operations. We believe that diversity competencies are an intellectual asset and that a range of thoughtful perspectives and a commitment to open inquiry strengthens our liberal education tradition. We recognize that the long-term viability of the institution depends upon anticipating and meeting the needs of emerging constituent groups, especially our changing student body. | With its inclusion in the draft mission statement, as well as included as one of the primary "umbrella" values, we believe this has been elevated in importance. | Not listed as separate value (but subsumed within "Inclusive & Equitable Community") | |
| Excellence | The University values excellence in all aspects of its enterprise. Our students' levels of performance in learning, scholarship, and community service; our stewardship of resources; our regular assessment and refinement of instructional and operational processes; and our shared dedication to excellence compel us to strive for exemplary and responsible outcomes in all that | We are taking the confident step to assume excellence as a value in all we do, and our commitment to integrity underlines this. To think, act, teach, and work with integrity is to be fully committed to continual improvement through self-reflection, accountability, and innovation. | Not listed as a separate value (but subsumed within "Integrity" and the other two values) | |

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| | <p>we do. Within our academic community, we individually and collectively celebrate our successes and the difference our commitment to excellence makes to individuals and communities in West Michigan, the state, the nation, and the world</p> | | | |
| <p>Sustainability</p> | <p>The University values the guiding principles of sustainability in helping to meet the current needs of our faculty members, staff members, and students without compromising the needs and resources of future generations. We are committed to working with our community partners to create a sustainable future for our University, our community, our region, our state, our nation, and the world. We model applied sustainability best practices in our operations and administration, education for sustainable development, student involvement, and community engagement by promoting social responsibility, practicing fiscal responsibility, and encouraging environmental stewardship.</p> | <p>Our stewardship to the environment, along with institutional commitment to sustainability, remains unchanged. However, we believe that the language we are using with the primary value of "Integrity" includes these concepts. In particular, one cannot think, act, teach, or work with integrity without considering the impact of one's actions on the environment, the economic sustainability of the enterprise, nor the impact of actions on people and cultures.</p> | <p>Not listed as a separate value (but subsumed within "Integrity" and "Inclusive and Equitable Community"</p> | |