Final Report
Mission, Vision and Core Values Group
Strategic Planning Taskforce
Radford University
January 2017

Members:

Margaret McManus  University Auditor
Mick Stewart   Professor Emeritus/community member
Tod Branscome   Emergency Planner - Safety Program
Pam Huffman   Contract Officer – Procurement and Contracts
Beth Lyman    Chair/Associate Professor – Department of Sociology
Brett Taylor   Chair/Professor – Department of Physics
Deneen Evans   MSW Coordinator/Assistant Professor – School of Social Work
Erin Webster-Garrett  Director, QEP/Professor – Department of English
Philip Sweet   Professor – Department of Foreign Languages and Literatures
Susan Kwilecki  Professor – Department of Philosophy and Religious Studies
Taylor Brock   Student
Skyler Carrell   Student
Ken Cox   Dean – Waldron College of Health and Human Services
Jason Davis (co-chair)  Associate Director, Honors College/Associate Professor – Department of Biology
Dennis Grady (co-chair)  Dean – College of Graduate Studies and Research

In late October 2016, immediately after learning that they had been identified to lead the Mission, Vision and Core Values group of the Strategic Planning Taskforce, the co-chairs distributed information to the members via OneDrive regarding: how to write mission, vision and core value statements and how their purposes varied; examples of mission, vision and core value statements from seven peer and aspirational universities; the current strategic plan and the list of activities undertaken in the past nine years to implement the plan; information from the consultants regarding the branding campaign of two years ago; and the report from the Futures Group of 2014.

The group met initially on November 11, 2016 following the Taskforce charge meeting from President Hemphill. At that meeting the co-chairs presented the group with its specific charge which was to develop new Mission, Vision and Core Value statements with significant input from the campus community by the end of January, 2017. Also during the initial meeting, the members agreed to a set of process rules and divided the committee into two sub-groups to accommodate the members’ schedules. It was determined that the Davis sub-group would meet on Monday’s at 9:00 am and the Grady sub-group would meet on Tuesdays at 2:00 pm. All members would meet jointly on Fridays at 3:00 pm.

The group scheduled campus fora jointly with the Challenges and Opportunities Group for November 30 and December 1 in the Bonnie Auditorium. Just over 50 individuals attended each
one and a half hour long session. Additionally, a survey was distributed broadly to the entire campus community, from which the group received approximately 25 comments. The comments from both fora and the written submissions were distilled and distributed to all group members for their review.

Between November 11 and January 20, the MVCV group met a total of 12 hours in sub-group and full group meetings. In sequencing the tasks, the group took on the core values assignment first, moved on to the mission statement and finished with the vision statement. Following Robert’s Rules, the core values statement received a 13-0 vote, the mission statement a 12-0 vote and the vision statement a 12-1 vote.

The product of the work is the following:

**Mission**

As a mid-sized, comprehensive, public institution, dedicated to the creation and dissemination of knowledge, Radford University empowers students from diverse backgrounds by providing transformative educational experiences, from the baccalaureate to the doctoral level, within and beyond the classroom. As an inclusive university community, we specialize in cultivating relationships among students, faculty, staff, alumni and other partners, and in providing a culture of service, support and engagement. We embrace innovation and tradition and instill students with purpose and the ability to think creatively and critically. We provide an educational environment and the tools to address the social, economic and environmental issues confronting our region, nation and the world.

**Vision**

Radford University aspires to be the premier, innovative, student-centered university in the Commonwealth of Virginia and beyond with a keen focus on teaching, research, service, and sustainability.

**Core Values**

**Student empowerment and success** – We engage and support our students in the discovery and pursuit of their own unique paths.

**Excellence** – We expect our community to strive for the highest standards.

**Inclusiveness** - We are committed to a spirit of cooperation and collaboration, embracing and honoring the diversity of our community.

**Community** – We foster relationships and a culture of service within and beyond our university community.

**Intellectual Freedom** – We encourage and defend a fearless exploration of knowledge in all its forms.

**Innovation** – We inspire and support creativity in research, scholarship, pedagogy, and service.