Minutes
MVCV Sub-Meeting
January 16, 2017

Attendance: Brett Taylor, Tod Branscome, Erin Webster-Garrett, Jason Davis

Davis convened the sub-group meeting at 9:03 am in the Martin Hall board room. The focus of the meeting was to engage in discussion and development of a draft Vision statement. To that end the group discussed several items, including:

- The importance of length in Vision statements, with general agreement that a concise statement was preferable to a longer one
- The key features that needed to be included including sustainability, research/discovery, community, being a destination school, and engagement with the community
- The utility and clarity of including terms such as affordability, accessibility, opportunity and value

The subgroup decided on the following statement as a prospective draft Vision:

“Radford University aspires to be a destination school for students who want to explore their own potential to improve themselves and the world around them through scholarship, discovery and service.

Inspired by our location and tradition we embrace the idea of a diverse, sustainable, collaborative community of scholars that provides affordability, excellent value and transformative experiences for the members of our community, to help them grow and find success in pursuit of their own distinctive paths.”

It was also considered that a short ‘slogan-esque’ version of the statement perhaps based on the concept of “Embracing tradition, looking toward the future” might be worth including in addition to the expanded statement.

The meeting adjourned at 9:56 am.