



**Comments Received on Draft Vision and Mission Statements, Core Values, and Strategic Priorities Presented at Dec. 2nd Campus Forum**  
as of Dec. 4, 2014

*Note: to differentiate from the draft language, comments are italicized*

**CSUSB Vision Statement (DRAFT)**

CSUSB will be a premier comprehensive university of choice for students.

- *CSUSB will be the a premier comprehensive university of choice for students. The Inland Empire [illegible] and globally.*
- *Be purposeful in your words! CSUSB is ~~will be~~ a premier comprehensive university of choice for students. When will we get there?*
- *CSUSB will be the a premier comprehensive university of choice for students success.*
- *CSUSB will be the a premier comprehensive university ~~of choice~~ for students success.*
- *CSUSB will be the a premier comprehensive university of choice for students. National model for a....*
- *One comment underlined "of choice for students" with no additional explanation.*
- *"For students" seems a little exclusionary for what we're trying to do as a university. "University of choice" should be opened up to include the choice for faculty, for community, etc. as well.*
- *By adding student success to the Vision, it becomes a program and as a faculty member, that is something the commenter could support and it becomes more compelling.*
- *What does being "a" premier university mean? Commenter can understand being "the" premier university, but not "a" premier university because premier means first so there can't be more than one. Additionally, unsure of the meaning "of choice" - of choice for what and for whom and it makes things unclear because "of choice" suggests incoming and "student success" suggests results and these two are different. Student success should be our focus.*
- *We could be "the" premier university in terms of student success.*



- *Concerned the Vision isn't very aspirational. Alternative approach: we would become a national model for a minority serving institution. Our demographics are the demographics for the nation's higher education in about 50 years and it is an opportunity for us to show how to produce excellent results to students elsewhere that are not served as well as they are here. Being a national leader is aspirational.*

### **CSUSB Mission Statement (DRAFT)**

With a culture of inclusivity and collegiality, and as a minority serving institution, the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly, and creative activities and to be actively engaged in the well-being of our communities. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff.

- *With a culture of inclusivity and collegiality, and as a minority serving institution, the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly, and creative activities and to be actively engaged in the well-being of the communities of our region ~~our communities~~. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff. CSUSB will be a national model of a minority serving institute.*
- *With a culture of excellence, inclusivity and collegiality, and as a minority serving institution [why not a Hispanic Serving Institution, HSI], the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly [research and scholarly are the same], and creative activities and to be actively engaged in the well-being of our communities. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff.*
- *With a culture of inclusivity and collegiality, and as a regional minority serving institution, the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly, and creative activities and to be actively engaged in the well-being of our communities. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff. Link to ILO's.*
- *With a culture of diversity, inclusivity and collegiality, ~~and as a minority serving institution,~~ the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly, and creative activities and to be actively engaged in the well-being of*



*our communities. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff.*

- With a culture of inclusivity and collegiality, and as a minority serving institution, the mission of CSUSB is to ensure student learning and success; to conduct research, scholarly, and creative activities and to be actively engaged in the well-being of the diverse our communities of our region. We pursue our mission while cultivating the personal, ethical, and intellectual development of our students, faculty and staff.*
- Do we want to include "regional" in the Mission? We are still a regional institute. Additionally, while SPAC looks at specifics, look at the ILO's because they resonate with each other.*
- It is important that we identify ourselves as a regional institution because we're as heavily embedded in our region in terms of the proportion of students as any institution in the country. Consider including that we serve the needs of this region as a primary mission.*
- Adding "diverse" as modifier of communities may be redundant.*
- "Collegiality and inclusivity" are values so they should be listed in Core Values instead of in the Mission. Additionally, begin the Mission with "CSUSB will be a national model for universities serving disadvantaged and minority populations..."*

### **Core Values (DRAFT)**

We are a community that values:

Learning

Inclusivity & Diversity

- Switch these around*
- Inclusivity & Diversity ~~Diversity~~ Equity*

Social Justice, Fairness & Equity

- Remove*

Transparency

Respect

- *Singling out "respect" is redundant. Isn't it necessarily implicit in holding to other core values, particularly "Social Justice, Fairness & Equity," "Inclusivity & Diversity," and "Integrity"?*

Integrity

Sustainability

Wellness & Safety

*Other comments:*

- *Regarding consolidating some of the Core Values: The Social Justice, Respect and Integrity all fall under Human Dignity. As its legal definition states, "An individual or group's sense of self-respect and self-worth, physical and psychological integrity and empowerment".*
- *One comment was submitted that included bullets by the following but no discussion: Inclusivity & Diversity, Respect, Integrity, Sustainability, and Wellness & Safety.*
- *Consolidate the Core Values regarding Social Justice and Respect under Human Dignity.*

## **Strategic Priorities (DRAFT)**

Student Success

Faculty and Staff Success

Resource Sustainability and Growth

Community Engagement

- *Community ~~Impact-Engagement~~ because if we are to be successful as a university, we need to have a positive impact on the community. Our success must improve the lives of 2.5 million people in the two Counties.*

Identity

- *What does this mean? In reading it my first thought was that our identity should already be largely defined by our mission statement and core values. If that's the case, what part of our identify remains undefined by those? Perhaps I'm not understanding what identity means. In previous strategic planning sessions I have heard much discussion regarding marketing and branding of the university. Perhaps if those are the primary aspects of "identity" as a strategic priority, that priority could be subsumed in*



*Community Engagement, in which marketing and branding surely play an important part.*

- *Identity should be weaved throughout other goals and objectives, but it was clear during the consultant's visit that there is no unified answer to what our identity is. This is a good opportunity to look at identity and come up with ours so we have consistent messaging.*