



MISSION, VISION,  
CORE VALUES-  
Three Council  
Meetings Input  
Report  
Is there a need for change?

**ABSTRACT**

Review the current Mission, Vision, and Core Values of the University that were adopted in 2008 in preparation for the next University Strategic Plan and make recommendations to the University Steering Committee

**Guiding Principles Subcommittee**

## Proposed Vision and Mission Statements as presented to the different councils:

### **Vision:**

**We aspire to be a great teaching university, fostering opportunity and excellence, blending theory and practice. Building on the vision of our founders, Ferris develops leaders committed to making the world a better place.**

### **Mission:**

**Ferris State University provides a hands-on, transformational education. We equip our graduates to succeed in their chosen professions and become engaged citizens in our interconnected world.**

## PRESIDENT'S COUNCIL INPUT

### Vision Statement

- “Great teaching university” = good BUT also, we need a word above “great”
- Do we foster “teaching” or “learning”?
- “Teaching university” focuses on the action, not the outcome
- “Fostering opportunity and excellence” = good
- “Make the world a better place” isn’t distinctive. Use the test of distinctiveness
- There needs to be a better connection between the 2 sentences
  - The founder’s statement sounds a bit trite
  - Do students place stock in our founders?
    - Is there any value in pointing out Mr. Ferris?
  - Do we really develop/teach leaders?
    - Lose the 2<sup>nd</sup> sentence. It is stronger without it
- We have a culture of caring for students
- It does not mention students anywhere

### Mission Statement

- “Provides” is not a great word. It is too much like “deliver”
- “Graduates” should be “students”
- Remove the word “chosen” from in front of professions
- Lose “in our interconnected world”
- Hands-on VS experiential VS immersion
  - Hands-on is divisive
  - We are where theory meets practice
- Ferris isn’t a comfortable place for “undecideds” and it needs to be
  - We have a buffet of options
  - We help students explore
- “Global” VS “interconnected”. Use the word “society” it carries the connotation of culture and international
- Do not like the Mission statement – it lacks depth and clarity
  - It is quite simplistic

Bottom line: They were supportive of the suggested changes to the Vision Statement. Regarding the Mission Statement, they felt that the current one was better (see comments above)

## DEAN'S COUNCIL INPUT

### Vision Statement

- “We aspire to”..... why not “Ferris aspires to”.....?
- The word “teaching”
  - We do more than teach. To emphasize only that is a disservice to the pedagogy of higher level education
  - It pulls the responsibility of learning from the student
  - It should reference scholarship and research
  - “Education” is more broad-based than “teaching”
  - Concern that “teaching” institution may push away potential faculty applicants
- Are we building community leaders?
- Vision statement seems to be more about input than output

### Mission Statement

- Ferris itself does what?
- We are missing the synergy of the whole
- We are institution that does good – students, faculty, and staff – and teaches our students to be that way
- We are an incubator, supporter for the community

Bottom Line: Their biggest focus is what do we do at Ferris – or any place of higher education? We teach, some research, some get involved in service/community. The Statements should reflect that.

## ACADEMIC LEADERSHIP COUNCIL

### Vision Statement

- Concern that “teaching” institution may push away potential faculty applicants
- Perhaps add encouraging “research” or “discovery”
- A university is supposed to be about scholarship, research, teaching, and service (community). It feels like we have lost 2 of those in the Vision.....
- It could appear to an outsider that we are teaching/training teachers
- “Fostering research and opportunity” OR “blending theory, research, and practice”
- “making the world a better place” could end with “make the world better”
  - “”make the world a better place” sounds very colonial
- Keep founders plural to acknowledge Helen Ferris’s contributions
- Even though it is a buzz word, they liked “transformational”
- “Interconnected world” is an antiquated term. We are living in an “integrated world”
- Are we developing leaders or leadership qualities? We don’t do that right now and developing leaders will be a significant shift from where we are today.
  - Are our students entry-level practitioners?
  - How do we define leaders/leadership? It could potentially be addressed in the Core Values. Some see collaboration as a group of leaders. Leaders take initiative

### Mission Statement

We did not have adequate time to get into the Mission Statement – we requested any comments be sent to us after the meeting

Bottom Line: They are supportive of statements that show the “distinctiveness” or “audaciousness” of Ferris.