



MISSION, VISION, CORE VALUES- SPARC Retreat 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 Statement as presented at the SPARC retreat on Thursday, June 19th :

Building upon the vision of our founders, Ferris State University will be a transformational university, fostering scholarship, opportunity, and discovery, bringing theory into practice

SPARC Retreat Input

Input from the SPARC retreat was actually quite positive. Suggestions/issues raised included the following:

- Why mention the founders?
- There is no mention of careers or learning
- “scholarship” can be interpreted as being scholarships to go to school, not academic scholarship such as authoring a book, etc.
- “Building on”, not “Building upon”
- Move “Bringing theory into practice” in front of the word fostering
- “Transformational” is a good word
- We are living in a global society (later discussions from other working groups reiterated this fact)
- The Dean of Kendall was very vocal about being included in the Vision and Mission so that the 2 entities work together
- What is making this Vision unique?
- A vision is supposed to be aspirational – this isn’t aspirational enough

After thinking about what was shared at the retreat, reviewing some other university visions again, and also looking ahead to the future of education (particularly with Artificial Intelligence), we determined the following:

- The founders are a hot item and should remain in the Vision
- Ferris was started on the vision to provide education to all – with education being “marketable skills in a changing society” (per Wikipedia and many previous Ferris factbooks)
- Shelley Percy presented the findings from their consultant Statmat regarding branding and indicated that the items that are most important to students include “affordable, opportunity, supportive, welcoming, and professional preparation”
- The Vision should address/encompass the entire university community – not just students
- Teaching methods are going to have to continually evolve as AI and other technology advances

Thus, the following Vision is proposed:

Building on the vision of our founders, Ferris State University will be a nimble and transformational university. By bringing theory into practice, we will foster opportunity, discovery, and professional preparation for a rapidly changing global society

The Mission would then follow the 3 veins presented previously of Student, University Community, and Society (which is a very similar methodology at other institutions).

Our thoughts are:

- The entire university needs to be nimble and transformational to remain current in today's society – not just teaching, but our operations. It speaks to our 5 working groups as well. It is aspirational because at this time we are not nimble
- We need to acknowledge global
- “changing society” references Woodbridge’s original intent
- Professional preparation is appropriate for all majors, whether you are art, nursing, construction, pre-law, etc.