

**Marshall University**  
**Vision Statement Development Team**  
**Kickoff Meeting Agenda**

**November 11, 2013 8:30–9:30 a.m. - John Marshall Dining Room**

***A vision statement should be both aspirational and inspirational, and serve to motivate all stakeholders. It should declare the august ambition(s) of an organization and answer the question “What do we seek to become?” All organizational activities support the vision, yet the vision, itself, will likely never be achieved.***

**Co-Conveners / Co-Chairs:**

Kopp, Stephen - President  
Christofero, Tracy – Professor, CITE; Chair, Graduate Council

**Team Members:**

Al Abd Alrazzak, Umran – Student, TM620  
Alkhaldi, Mohammed – Student, TM620  
Anderson, Glenn - Associate Dean of Academic Affairs, SOP  
Area, Ron - CEO, MU Foundation  
Brammer, Cam - Professor & Chair, Communication Studies; Faculty Senate  
Cook, Matt – Student, TM620  
Cooley, Maurice - Director, Center for African American Studies  
Fox, Jan - SVP, CIO  
Hagen, Joshua - Assistant Professor & Chair, Geography  
Hogsett, Denise - Director, Career Services  
Holbrook, Dan - Associate Professor & Chair, History  
Kang, Yu – Student, TM620  
Kirtley, Karen - SVP, Administration  
Maher, John - SVP, MURC  
Young, Miriah - Business Manager, Residence Housing / MUBOG  
Zatar, Wael - Dean, CITE

**- Welcome, Introductions and Unit Assignments**

**- The Vision Statement – Please read:**

Collins, J.C. & Powers, J.I. (1996, Sept-Oct.). “Building your company’s vision.” *Harvard Business Review*, 65, available from  
[www.columbia.edu/itc/hs/pubhealth/isett/Session%2009/Collins%20and%20Porras%201996%20Vision.pdf](http://www.columbia.edu/itc/hs/pubhealth/isett/Session%2009/Collins%20and%20Porras%201996%20Vision.pdf)

**- Vision Activity – Key words**

**- Next Steps**

**- Action Items**