

Marshall University
Action Plan Update
October 17, 2014

Vision Statement

Workgroup Members:

Co-Chairs: Tracy Christofero
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VISION TEAM UNITS:

Unit X Members
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Summary of Activity to Date

The second action plan objective was the development of a “Shared Future Vision Statement.” The charge to the Vision Statement Team was to create a Shared Future Vision that would address the question, “What does Marshall University aspire to become in 2018 and beyond?”

- a. Organizer(s)/Convener(s): - President Kopp/Dr. Tracy Christofero, Co-Chairs
- b. Draft Statement Deadline: January 10, 2014

The Vision Statement Team comprised of six (6) academic department chairs/faculty members (of whom two serve on Faculty Senate), six (6) students, one (1) academic dean, two (2) senior VP's, two (2) non-classified staff members, one person each from Classified Staff Council, MURC, and the Foundation began its work during its first meeting on November 11, 2013. Three work teams of five members were organized as identified above and the Team members met every Monday morning from 8:30-9:30 am November 11th through December 9th to complete the charter for this action team. A fourth Team Unit consisting of Drs. Kopp, Christofero and Area also worked on a proposed vision statement.

During the December 9th meeting, each Vision Team Unit shared their proposed vision statement for consideration by the greater Marshall University community. The process adopted was an open voting process in which all constituents served by Marshall University (e.g., faculty, staff, students, alumni, friends, community members, etc.) were invited to vote for the “vision statement” deemed by the voter to be the best for guiding the future of Marshall University.

The proposed statements, in no particular order, were:

- “We are the most student-focused university in our region, united in realizing our students’ potential through learning and service.”
- “Marshall University . . . where you want to be.”
- “The vision of Marshall University: “To inspire learning and creativity that ignites the mind, nurtures the spirit and fulfills the promise of a better future.”
- Marshall University’s vision: “Every student succeeds.”

The process for soliciting feedback (via voting) from across Marshall’s global constituent base commenced on December 12, 2013 and continued through January 10, 2014. Voting for the Vision Statement took place on Marshall’s strategic planning website, <http://www.marshall.edu/2020/2020-vision-statement-selection/>.

The final tally of votes (863 votes cast) for the proposed Vision Statements appears to be as follows:

- *“We are the most student-focused university in our region, united in realizing our students’ potential through learning and service.”* **84 votes (9.7%)**
- *“Marshall University . . . where you want to be.”* **113 votes (13.1%)**
- *“The vision of Marshall University: “To inspire learning and creativity that ignites the mind, nurtures the spirit and fulfills the promise of a better future.”* **576 votes (66.7%)**
- Marshall University’s vision: “Every student succeeds.” **90 votes (10.4%)**

Overwhelmingly, the choice of the voters was, *“The vision of Marshall University: “To inspire learning and creativity that ignites the mind, nurtures the spirit and fulfills the promise of a better future.”*

The final step in the process adopted by the Vision Statement Team is to bring this vision statement to the MUBOG for adoption.

Current Challenges

None, unless the MUBOG declines to adopt the recommended Vision Statement.

Proposed Next Steps

At the behest of the Vision Statement Team, work commenced in January to review and propose a revised/updated mission statement for adoption by Marshall University.

The Vision/Mission Team meetings will commence the end of October after the 20/20 Retreat to assure we are on track for proposing a new Marshall mission statement after the HLC Accreditation visit in October 2015.