



## The Relationship between ASU’s Mission Statement and VISION 2020

An effective mission statement should include three fundamental tenets\*:

1. **PURPOSE:** the fundamental reason for existence
2. **VALUES:** Principles and beliefs that guide the work of the organization
3. **BUSINESS:** What the organization is doing to demonstrate achievement of purpose and promulgation of values

These tenets are clearly defined in Angelo State University’s mission statement:

*Angelo State University, a member of the Texas Tech University System, delivers undergraduate and graduate programs in the liberal arts, sciences, and professional disciplines. In a learning-centered environment distinguished by its integration of teaching, research, creative endeavor, service, and co-curricular experiences, ASU prepares students to be responsible citizens and to have productive careers.*

Barometers of achievement of the mission statement are identified by the seven master goals of VISION 2020:

1. The University recruits, retains, and recognizes diverse, high-quality faculty and staff.
2. The University provides and maintains facilities and services appropriate for the University’s academic and co-curricular programs.
3. The University recruits, retains and graduates, in numbers consistent with increased goals for enrollment and retention, an academically qualified student body reflecting the diversity of the region, the state, and the nation.
4. The University offers undergraduate and graduate curricula and co-curricula to support students’ intellectual and personal growth, to address issues relevant to society, and to meet the demands of State of Texas initiatives and the marketplace.
5. The University maintains a supportive, helpful environment for students, faculty, staff, community, and alumni.
6. The University develops and enhances external partnerships, collaborations, and funding opportunities.
7. The University regularly assesses and evaluates all institutional functions and programs within an integrated planning and resource allocation model to assure continuous improvement and to maximize efficiencies.

The table on the next page illustrates the linkage between the core components of the mission statement and the seven master goals of VISION 2020.

This component of the mission statement...	...is supported by these goals.
<p><i>“delivers undergraduate and graduate programs in the liberal arts, sciences, and professional disciplines” (the University’s <u>business</u>)</i></p>	<p>(1) The University recruits, retains, and recognizes diverse, high-quality faculty and staff.</p> <p>(2) The University provides and maintains facilities and services appropriate for the University’s academic and co-curricular programs.</p> <p>(4) The University offers undergraduate and graduate curricula and co-curricula to support students’ intellectual and personal growth, to address issues relevant to society, and to meet the demands of State of Texas initiatives and the marketplace.</p> <p>(6) The University develops and enhances external partnerships, collaborations, and funding opportunities.</p>
<p><i>“learning-centered environment distinguished by its integration of teaching, research, creative endeavor, service, and co-curricular experiences” (the University’s <u>values</u>)</i></p>	<p>(1) The University recruits, retains, and recognizes diverse, high-quality faculty and staff.</p> <p>(2) The University provides and maintains facilities and services appropriate for the University’s academic and co-curricular programs.</p> <p>(4) The University offers undergraduate and graduate curricula and co-curricula to support students’ intellectual and personal growth, to address issues relevant to society, and to meet the demands of State of Texas initiatives and the marketplace.</p> <p>(5) The University maintains a supportive, helpful environment for students, faculty, staff, community, and alumni.</p> <p>(6) The University develops and enhances external partnerships, collaborations, and funding opportunities.</p> <p>(7) The University regularly assesses and evaluates all institutional functions and programs within an integrated planning and resource allocation model to assure continuous improvement and to maximize efficiencies.</p>
<p><i>“prepares students to be responsible citizens and to have productive careers” (the University’s <u>purpose</u>)</i></p>	<p>(1) The University recruits, retains, and recognizes diverse, high-quality faculty and staff.</p> <p>(4) The University offers undergraduate and graduate curricula and co-curricula to support students’ intellectual and personal growth, to address issues relevant to society, and to meet the demands of State of Texas initiatives and the marketplace.</p> <p>(5) The University maintains a supportive, helpful environment for students, faculty, staff, community, and alumni.</p> <p>(6) The University develops and enhances external partnerships, collaborations, and funding opportunities.</p> <p>(7) The University regularly assesses and evaluates all institutional functions and programs within an integrated planning and resource allocation model to assure continuous improvement and to maximize efficiencies.</p>

Please note: Goal #3 regarding recruitment is regarded as a universal macro-goal, the achievement of which contributes to ongoing efforts in achieving the other six goals.

\* The concept of three components of a mission statement is attributed to Janel M. Radtke (1998), *Strategic Communications for Non-Profit Organizations: Seven Steps to Creating a Successful Plan*.