



## DISSECTING THE NEW MISSION STATEMENT April, 2009

A mission statement tells our constituents why we exist, as enumerated in three fundamental principles\*:

1. **PURPOSE:** our fundamental reason for existence
2. **VALUES:** Principles and beliefs that guide our work
3. **BUSINESS:** What we are doing to address these needs

These principles are clearly defined in our new 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.

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The new mission statement is also clearly aligned with the seven Master Goals that serve as the foundation for our forthcoming Strategic Plan.

Here are the seven Master Goals:

1. Recruit, retain, and recognize diverse, high-quality faculty and staff.
2. Provide and maintain facilities appropriate for the University's academic and co-curricular programs.
3. Recruit, retain and graduate, 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. Develop and expand both 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. Maintain a supportive, helpful environment for students, faculty, staff, community, and alumni.
6. Develop and enhance external partnerships, collaborations, and funding opportunities.
7. Regularly assess and evaluate all institutional functions and programs to assure continuous improvement and to maximize efficiencies.

On the next page, you'll see how the components of the new mission statement are "operationalized" through the Master Goals.

<b>This component of the mission statement</b>	<b>is supported by these goals</b>
<i>“delivers undergraduate and graduate programs in the liberal arts, sciences, and professional disciplines”</i>	<p>(1) Recruit, retain, and recognize diverse, high-quality faculty and staff.</p> <p>(2) Provide and maintain facilities appropriate for the University’s academic and co-curricular programs.</p> <p>(4) Develop and expand both 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) Develop and enhance external partnerships, collaborations, and funding opportunities.</p>
<i>“learning-centered environment distinguished by its integration of teaching, research, creative endeavor, service, and co-curricular experiences”</i>	<p>(1) Recruit, retain, and recognize diverse, high-quality faculty and staff.</p> <p>(2) Provide and maintain facilities appropriate for the University’s academic and co-curricular programs.</p> <p>(4) Develop and expand both 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) Maintain a supportive, helpful environment for students, faculty, staff, community, and alumni.</p> <p>(6) Develop and enhance external partnerships, collaborations, and funding opportunities.</p> <p>(7) Regularly assess and evaluate all institutional functions and programs to assure continuous improvement and to maximize efficiencies.</p>
<i>“prepares students to be responsible citizens and to have productive careers”</i>	<p>(1) Recruit, retain, and recognize diverse, high-quality faculty and staff.</p> <p>(4) Develop and expand both 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) Develop and enhance external partnerships, collaborations, and funding opportunities.</p> <p>(7) Regularly assess and evaluate all institutional functions and programs 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*.