Institutional Identity Working Group
November 18, 2010
Minutes
Submitted by: Mark Valenzuela

The working group: Tammy Gieselman (co-chair), Mark Valenzuela (co-chair), Lora Becker, Bob Boxell, Alissa Fricke, Lucy Himstedt, Beth Hochgesang, Scott Lank, Kim McDonald, Mark Shifflet, Beth Speer, Chuck Watson, Dan Miller, Joe Ellsworth

1. The working group met at 1 PM in KC 255. Dan Miller joined the conversation via speaker phone. A few members could not attend because of prior commitments or commitments that presented themselves at the last minute: Bob Boxell, Beth Hochgesang, and Scott Lank.

2. There were no corrections to the minutes of the previous meeting.

3. Lucy gave an update on the survey that was being sent out to various constituencies. Prior to the meeting she sent an email with a link to the survey and she asked all members to review the survey (and take it!) and make suggestions for corrections.
   a. Several suggestions were made to make the survey more inclusive (more relevant to non-students, the ability to identify multiple affiliations with the university—alumni/faculty/board of trustees, etc.)
   b. The survey link will be sent to all alumni electronically
   c. It was suggested that the best time to send email to students for surveys was Sunday evening between 4 and 7 PM.

4. The rest of the meeting was spent examining the current mission statements found on the UE website and seeing which statements are related to the agreed-upon working definitions of Identity, Mission, Vision, Values (see minutes from meeting on 11/2 and Sharepoint documents)
   a. The purpose of the discussion was to identify the building blocks that will eventually help us tell the UE story from the statements that are part of the message that we communicate already with our constituents.
   b. On one side of the room was a white board with the headings of Identity, Mission, Vision, Values. On the other side of the room was a board with 21 statements found on the UE website printed out individually. Members suggested which statements (or parts of statements) could be moved to the other board under the headings of Identity, Mission, Vision and Values. Additional suggestions (of statements that weren’t found on the UE website) were also welcomed. Some statements were discarded either in whole or in part.
5. The following is a synopsis of the consolidation of the statements under the rubrics of Identity, Mission, Vision, Values. This is also available as a PowerPoint file on Sharepoint (21 Statements Transformed.ppt):

IDENTITY (“who the organization is”)

- UE emphasizes under graduate education and supports an array of liberal arts and sciences and professional programs.
- We are committed to the liberal arts and sciences as a basis for intellectual and personal growth.
- The University of Evansville values its ties to the United Methodist Church.
- The University of Evansville preserves its independent nature
- Residential Community: Living and learning in a vibrant campus community.

Other ideas about identity:

- Selective
- Student-centered
- International campus
- NCAA Division I
- Evansville community/commitment

MISSION (“the fundamental purpose of the organization, what it does to achieve a vision”)

- The University of Evansville is dedicated to active learning and scholarship.
- International Focus: Understanding global perspectives and cultures through an education that exposes students to the whole world- and takes them there too.
- The core purpose of the University of Evansville is to provide life transforming educational experiences that prepare students to engage the world as informed, ethical, and productive citizens.
- The University endeavors to prepare women and men for lives of personal and professional service and leadership.
- Because education is a lifelong process of critical inquiry, the University commits resources to continuing education programs in the greater community.
- Civic Mission: Preparing students for life as responsible citizens and leaders of their communities.
- Sacred Trust: Honors the relationships, principles, and values on which the University was founded. Students, parents, and our community trust UE to provide a meaningful and challenging educational experience.

Other ideas about mission:

- Evansville community/commitment
VISION ("a desired future state of the organization or the world.")

• The University is aware of the challenges of living in an international community and therefore adopts a global view in its programs and its vision.
• The University values learning as a means of attaining freedom from ignorance and prejudice.

Other ideas about vision:

• “Personal life transforming experience that forms contributing/ effective global leaders and citizens”

VALUES ("shared beliefs")

• Excellence, Integration of Liberal and Professional Education, Student-Centeredness
• Values-Based Environment: A tradition of inclusiveness and open inquiry where personal values are accepted and supported by others.
• Academic Quality: Accessible faculty passionate about their teaching. Student learning is the top priority.

Other ideas about values:

• Diversity
• Relational/family (fun?)
• Knowledge/reason/wisdom

Statements that weren’t used

• The University selects talented and motivated students and faculty.
• To be the most admired, respected, and supported university in the Midwest.
• Distinctive Curriculum: The Evansville Experience is knowledge and understanding that prepares students for professional success and for life.

6. NEXT MEETING:
   a. Focus on aspirational part of our Identity (vision) with the president’s inaugural address as our inspiration.
   b. With the view that the next meeting will be the last meeting of the semester, it was proposed to hold an evening meeting on Monday, November 29, at 5:40 PM lasting no later than 9 PM. Joe kindly offered the facilities at Fire and Rain. Dinner will be provided. Please inform Mark or Tammy of any conflicts in schedule.