Institutional Identity Working Group  
November 29, 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 5:30 PM at Fire and Rain Marketing and Communications, hosted by Joe Ellsworth who arranged for a simple but delicious meal and provided a great space for discussion. Dan Miller joined the conversation via speaker phone. Scott Lank could not attend because of family obligations. However, his previous comments on Identity, Mission, Vision, and Values were shared with via email.  

2. The agenda was to  
   a. Review work from the previous meeting regarding Identity, Missions, Vision and Values.  
   b. Revisit the Inaugural address to examine in light of Identity, Mission, Vision, and Values.  
   c. Distill the building blocks from (a) and (b)  
   d. Brainstorm on objectives and goals.  

3. The main body of the discussion was captured by Tammy on the flip charts provided and are attached to the minutes.  

4. Joe Ellsworth was able to help draft/craft sample messages that synthesized some of the building blocks distilled by the working group. These can be further vetted at the next meeting of the Working Group.  

Identity  
“[The] University of Evansville is a private, church related, residential university with Division I athletics and a global perspective. At UE, world class liberal arts education meets dynamic professional preparation in a closely knit, family-like atmosphere that emphasizes personal attention.”  

Vision  
“[The] University of Evansville will be an institution of global reach and reputation. It will prepare students to address the issues, needs and challenges of tomorrow’s world.”
Values
“The University of Evansville will value its tradition as a champion of critical, independent thinking while remaining committed to diversity, inclusiveness, sustainability, and unwavering ethical standards.”

5. In addition, as an outgrowth of discussion of the messages and leading towards objectives and goals, there was also a discussion about the importance of ritual and tradition to help instill identity in the students. Some observed that the university’s church relatedness can be a resource in marking the passages of students throughout the four years and not just at the very beginning and at the very end of their time at UE. In addition, some observed that a larger space on campus capable of adequately holding ceremonies at least for an entire freshman class was needed.

6. Lucy shared with the working group that she has received over 600 responses from the survey that was sent out. She needs help in organizing the responses. It was suggested that Mike Dawson at OTS be contacted so that responses can be put into an EXCEL spreadsheet for easier processing.

7. To help in drafting a plan for the Strategic Plan Steering Committee, the working group decided to meet on December 8 at 9 AM in Koch Center 255. Dan Miller will not be able to attend either in person on via conference call.
Building Blocks for Identity Mission Vision Values  
29 November 2010 from 5:30 to 9 PM

From the Inaugural Address
1. Synergy/liberal education and career prep
2. Ongoing and constant learners
3. Liberates the mind  
   a. Sensitivity and alertness
   b. Citizens of a global society
4. Diversity
5. Environmental stewardship  
   a. Sustainable campus
6. Student→Alumni  
   a. Relational
7. Church-relatedness  
   a. Heritage
   b. Connected to Stewardship (see 5 above)
8. Global awareness and Engagement
9. Sensitivity and alertness to “the other”
10. Exploration in learning  
    a. In one’s personal journey
    b. In one’s academic journey
    c. In one’s intellectual journey

Identity
1. Small, private, liberal arts/sciences university  
   a. “close-knit”
   b. (intimate)
2. Global focus & awareness  
   a. Sensitivity to/Perspective
3. Personal & individual attention  
   a. (family)
   b. (student centeredness)
4. Residential
5. Church-related
6. Division I
7. Professional Programs
8. International Campus  
   a. (Harlaxton)
Mission
1. Create an opportunity for:
   a. Servant leadership (service)
   b. Experiential learning
      i. Active learning
      ii. Real-world
      iii. Application
   c. Intellectual Journey
   d. Ideas into action
   e. Exploration
   f. Developing future leaders
      i. Sustaining
   g. Liberal arts education and professional career
   h. Empowerment
   i. Discovery
   j. Innovation

Vision
1. Global
2. Environmental
3. Social
4. Academic
5. Responsibility
6. Sustainability
7. “Your experience/your story”
8. Raise UE awareness
   a. Internal and External
   b. Global
9. Audacious
10. “Where your passion meets the world’s deep needs.”
11. “When a UE alum joins a corp. their stock goes up.” ☺
Values

1. Excellence in...
   a. Freedom from ignorance and prejudice
   b. Social responsibility
   c. Diversity
   d. Environmental responsibility
   e. Inclusiveness
   f. Community
   g. Innovation
   h. Tradition/ritual
   i. Scholarship
   j. Critical thinking
      i. Independent thinking
   k. Ethics
   l. Peace with justice
   m. Teaching/Learning
   n. History/heritage