

Purdue University Fort Wayne—High-Level Strategy Draft

Background

The data summarized in the [Discovery Report](#) and the input documented in the Strategic Planning Meeting [Summary Report](#) were the primary drivers of the high-level strategy detailed on the next page.

When the high-level strategy is finalized, brief narratives will accompany the Vision statement and each Aspiration. These narratives will help to define our campus's understanding of what the Vision and Aspirations mean. The Leadership Team wants the content of these narratives to be informed by the campus's feedback on the draft.

Definitions

These are the definitions the University Leadership Team used to guide its efforts in drafting the high-level strategy.

Mission

A mission statement answers the question, “Why do we exist?” It refers to the overall function of the University. It is a short, clear, and compelling statement, which guides, focuses energy, and brings to life the reason for the organization's existence. This is not to be confused with goals or operating strategies.

Core Values

The Core Values of Purdue Fort Wayne should define what we believe in and how we conduct ourselves. Core Values underlie our work and how we interact with each other and our external stakeholders on a daily basis; they should guide our actions and behaviors. Expected behaviors reflect both individual and institutional behaviors that support and give definition to the Core Values.

Vision

Vision communicates the future desired state (i.e., what the organization wants to become). Vision answers the questions, “Where are we going? Where do we want to be one year from now? Five years from now? Ten years from now?” It is an exciting, inspirational “word picture” that captures people's creative imagination and mobilizes their energy for the effort.

Aspirations

Aspirations describe the long-term focus areas for the University. They are typically long term (2-5 years) focus areas that the University needs to address in order to achieve its vision. Aspirations are ends that guide actions. They are typically not easily measured.

Two Notes on the Draft

1. The Leadership Team divided the Mission statement into a statement of who we are and a more focused statement of the university's mission.
2. The Core Values and Aspirations are presented in alphabetical order.

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Who We Are:

We are Purdue University Fort Wayne, northeast Indiana’s comprehensive metropolitan public university.

Our Mission:

We serve and engage our students and communities with purpose by cultivating discovery, innovation, and learning in an inclusive environment.

Our Core Values:

Core Values	Expected Behaviors
Diversity and Inclusion	<ul style="list-style-type: none">• Create an environment that is welcoming and respectful to all, both within and beyond the classroom• Foster multicultural experiences• Provide equal opportunities and services to all• Recognize the value of diverse perspectives and backgrounds
Engagement	<ul style="list-style-type: none">• Establish mutually beneficial partnerships between campus and communities• Maintain an awareness of internal and external stakeholder needs• Promote a culture student, staff, and faculty participation in university activities, events, and decision making• Pursue collaborations that address current and emerging issues and opportunities
Excellence	<ul style="list-style-type: none">• Accept accountability for advancing toward excellence• Achieve the highest standards of performance and outcomes in teaching, research, service, and engagement• Empower faculty, staff, and students to embrace risk to pursue excellence• Promote a culture of continuous improvement
Innovation	<ul style="list-style-type: none">• Create diverse cultural, educational, and enrichment programming• Pioneer innovations in teaching and student support that increase access, learning, and success• Support student and faculty research, scholarship, and creative endeavor• Value and support the pursuit of new ideas and interdisciplinary collaborations
Students First	<ul style="list-style-type: none">• Consider all strategic decisions from the perspective of student impact• Design programs and teaching pedagogies that advance student learning and success• Foster a campus environment dedicated to the growth and well-being of the whole person• Recruit and retain highly-qualified faculty and staff with a commitment to students

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Our Vision:

Empower everyone, every day, to improve our world.

Our Aspirations:

- Embrace Diversity and Inclusion
- Enhance Quality of Place
- Foster Student Success
- Promote Community Engagement

Objectives and Strategic Activities (initiatives) related to our Core Values and the following elements will help to shape each Aspiration:

- Access
- Global Awareness
- Research, Scholarship, and Creative Endeavor