

TO: Strategic Planning Steering Committee  
FROM: R.A. Altenkirch  
DATE: February 2, 2012  
RE: Mission/Vision/Core Values

Attached is a summary of Draft Mission and Vision statements from yesterday's Steering Committee meeting. With respect to Mission, #'s 1-5 were discussed at the meeting. #'s 6 and 7 came in after the powerpoint slides were put together. With respect to Vision #'s 1 and 2 were discussed at the meeting. #3 came in after the slides were put together.

#### MISSION

#1 seemed to be the draft most liked. Please work from it and edit, and if you come up with a draft statement you would like to share with the group, please send it out using the distribution list here for review prior to the next meeting. In editing #1, include material from the other drafts if appropriate and consider the following for inclusion:

Reference to Alabama/state  
Reference to research intensive university  
Excellence  
Is there a better word than "ourselves" that conveys the same meaning?  
Should the Mission Statement be in bullet format?

#### VISION

Take a shot at drafting a vision statement, and, if inclined, share with the Committee as well. Some thoughts/phrasing for consideration that came out at the last meeting are including some version of the following:

University of choice  
Destination university  
Come to UAH for an experience

#### CORE VALUES (Guide behavior)

The Core values we discussed are listed in the attached spread sheet. Please rank them 1 to 16 (no ties) and send the sheet back to me by next Monday. We'll look at the overall ranking at the next meeting. Also, if you have a Core Value to add that is not on the list, enter it after Equality, but don't put a rank on it.

#### MEETING DATE/TIME

As per the attached available times document that was handed out at the meeting, the next meeting will be Wed, Feb 8 at 3:00 (not 2:30 as the sheet handed out mentioned as a possibility). Will let you know the location when that is settled.

Thanks,

Bob