

Mission Statement, 2018 Guiding Concepts, 2009-10 Strategic Directions & Core Value Emphasis

Mission

Utah Valley University is a **teaching institution** which **provides opportunity**, promotes **student success**, and **meets regional educational needs**. UVU builds on a foundation of **substantive scholarly and creative work to foster engaged learning**. The university **prepares professionally competent people of integrity** who, as **lifelong learners and leaders**, serve as **stewards of a globally interdependent community**.

Strategic Directions Advisory Committee (SDAC) is a committee with representation from across campus. The SDAC is charged by the President to formulate the strategic directions to guide UVU's planning activities—specifically, UVU's Planning, Budgeting, and Accountability (PBA) process. The SDAC also reviews divisional master/strategic plans that have institution-wide impact to ensure alignment with overall mission and appropriate coordination with other major master plans. The SDAC also offers suggestions for strengthening each plan. The SDAC was instrumental in developing UVU's mission, role and values statements and in formulating Vision 2018 and its accompanying Guiding Concepts. The SDAC serves a key role in the planning processes of the university.

2018 Guiding Concepts

These Guiding Concepts were developed in 2008 to help the institution align resources toward fulfilling its mission during the next ten years.

The four Guiding Concepts are:

- **engaged academic culture,**
- **multi-dimensional university experience,**
- **sustainable institutional vitality, and**
- **dynamic university infrastructure.**

(The coloration of these four Guiding Concepts illustrates their connectivity to the mission statement.)

2009-10 Institutional Strategic Directions

The four Guiding Concepts provide the institution with a ten-year planning perspective. Strategic Directions provide the institution a focus for the current planning and budgeting cycle. After careful review, the 2008-09 SDAC recommended continuation of the 2008-09 Strategic Directions for 2009-10. The four 2009-10 Institutional Strategic Directions are:

- **engaged learning,**
- **community engagement,**
- **university student experience,**
- **resource development and efficiencies.**

(The coloration of the Institutional Strategic Directions illustrates their connectivity to the mission statement.)

In addition to the Strategic Directions, the SDAC identified the following Core Value as an area of emphasis for 2009-10 improvement.

Accountability and Openness: *UVU values the opportunity to be accountable for our academic, professional, and fiscal stewardships. We welcome the responsibility to assess and examine the effectiveness and implications of our programs and initiatives. UVU embraces open dialogue and transparent decision-making.*

In particular, the SDAC encourages administrators, faculty & staff to identify and implement methods to improve communication that cultivates trust.