

7. Revised Mission Statements for ECSU and UNCC Suzanne Ortega

Situation: At its February 2014 meeting the Committee voted to postpone action on the revised mission statements of FSU, UNCW, and ECSU. Elizabeth City State University has been asked to develop a revised more sharply focused mission statement.

The University of North Carolina at Charlotte did not propose modifications to their original Mission Statement. They are now asking to shorten their mission statement to the first defined mission paragraph to enable them to quote and use it on a regular basis in publications and on their website. The remainder will be titled University Vision and Values Statement.

Background: In March of 2013, President Ross established guidelines and a timeline for mission review and refinement. A complete review of all campus mission statements was conducted, including a review by an external consultant. President Ross’s recommendations were formally approved by the full Board of Governors at the February 2014 meeting.

Assessment: Elizabeth City State University’s revised mission statement has been submitted and approved by President Ross and is now being taken to the Board for approval.
UNC Charlotte’s shortened mission statement has also been approved by President Ross and is being submitted for approval.

Action: This item is for a vote.

Elizabeth City State University

Current Mission Statement:

Elizabeth City State University, a constituent institution of the University of North Carolina, offers baccalaureate, graduate, and professional programs for a diverse student body. The institution's rich heritage provides a firm foundation for its educational endeavors, as well as its role in serving the needs and aspirations of individuals and society.

Through teaching, research, and community engagement, Elizabeth City State University provides a student-centered environment, delivered in a manner that enhances student learning, while preparing its graduates for leadership roles and lifelong learning. The university is also a leader in facilitating sustainable economic growth, while safeguarding the unique culture and natural resources of the region.

Proposed Mission Statement:

As a constituent institution of The University of North Carolina, Elizabeth City State University offers baccalaureate, professional, and master's degrees for a diverse student body. Our mission is to promote economic, social, and environmental progress for the people of northeastern North Carolina, the state, and the nation.

We achieve our commitment to the highest quality education by maintaining a rigorous focus on academic excellence through liberal arts education and using innovative and flexible technology-based instruction models to enhance our signature areas: integrating technology with education, improving human health and wellness, and advancing the natural and aviation sciences.

Through teaching, research, and community engagement, the institution's rich heritage and its current multicultural student-centered focus provide a firm foundation for its endeavors. It serves the needs and aspirations of individuals and society; producing graduates for leadership roles and life-long learning.

University of North Carolina at Charlotte

Current Mission Statement:

UNC Charlotte is North Carolina's urban research university. It leverages its location in the state's largest city to offer internationally competitive programs of research and creative activity, exemplary undergraduate, graduate, and professional programs, and a focused set of community engagement initiatives. UNC Charlotte maintains a particular commitment to addressing the cultural, economic, educational, environmental, health, and social needs of the greater Charlotte region.

In fulfilling this mission, we value:

- Accessible and affordable quality education that equips students with intellectual and professional skills, ethical principles, and an international perspective.
- A strong foundation in liberal arts and opportunities for experiential education to enhance students' personal and professional growth.
- A robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and mutual respect.
- A safe, diverse, team-oriented, ethically responsible, and respectful workplace environment that develops the professional capacities of our faculty and staff. To achieve a leadership position in higher education, we will:
 - Implement our Academic Plan and related administrative plans.
 - Rigorously assess our progress using benchmarks appropriate to the goals articulated by our programs and in our plans.
 - Serve as faithful stewards of the public and private resources entrusted to us and provide effective and efficient administrative services that exceed the expectations of our diverse constituencies.
 - Create meaningful collaborations among university, business, and community leaders to address issues and opportunities of the region.
 - Develop an infrastructure that makes learning accessible to those on campus and in our community and supports the scholarly activities of the faculty.
 - Pursue opportunities to enhance personal wellness through artistic, athletic, or recreational activities.
 - Operate an attractive, environmentally responsible and sustainable campus integrated with the retail and residential neighborhoods that surround us.

Proposed Mission Statement:

UNC Charlotte is North Carolina's urban research university. It leverages its location in the state's largest city to offer internationally competitive programs of research and creative activity, exemplary undergraduate, graduate, and professional programs, and a focused set of community engagement initiatives. UNC Charlotte maintains a particular commitment to addressing the cultural, economic, educational, environmental, health, and social needs of the greater Charlotte region.