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## **RE-ASSESSMENT OF MISSION AND VISION**

Reassessing the mission and vision of the university is essential to ensure its alignment with the changing demands of society, advancements in academic fields, and the needs of its students, faculty, and other stakeholders.

### **1. Regularly Scheduled Review:**

The mission and vision statements will be reviewed every 5 (five) years.

### **2. Inclusivity:**

The reassessment process should involve faculty, staff, students, alumni, and the Board.

### **3. Research and Environmental Scan:**

The process should include conducting surveys and/or focus groups to gather insights on how the university's mission and vision are perceived. It should analyze trends in higher education, societal shifts, and workforce needs. It should also review the mission and vision statements of peer institutions for benchmarking.

### **4. Align with Strategic Planning:**

The process should ensure that any changes or reaffirmations of the mission and vision are in line with the university's strategic plan or, conversely, use the revised mission and vision as a foundation for future strategic planning.

### **5. Flexibility and Stability:**

While the mission (i.e. the core purpose) might remain largely stable over time, the vision (i.e. the desired future state) might need to be more adaptive to changing circumstances.

### **6. Communication and Transparency:**

The University Executive Team and the Board should clearly communicate the reasons for reassessment to all stakeholders. They should share the process and gather feedback at

multiple stages. Once revisions are finalized, they should widely disseminate the updated mission and vision, ensuring all stakeholders understand the changes and their implications.

### **7. Integration:**

It's not enough to merely reassess and redraft these statements; they must be deeply integrated into the daily operations, decision-making processes, and culture of the university.

### **8. Continuous Monitoring:**

Even outside formal reassessment periods, the university should keep a pulse on how the mission and vision resonate and remain relevant.

### **9. Documentation:**

The Executive Team should document the process, outcomes, and rationales for any changes. This will be invaluable for institutional memory and for future reassessments.

### **10. Approval:**

Changes to the mission and vision require the approval of the Board of Directors of NewU.

### **11. Education and Training:**

After revising the mission and vision, the Executive Team should ensure that the university community is educated about the revisions. This can be done through orientation sessions, workshops, and ongoing training programs.

### **12. Celebrate and Advocate:**

The Executive Team should use the revision or reaffirmation of the mission and vision as an opportunity to celebrate the university's identity and reinforce its commitment to its foundational values and aspirations.

All members of our community should remember that while the mission and vision statements are foundational, they are not set in stone. As the university evolves, so too should its guiding documents, as long as they remain true to the institution's core values and aspirations.

**[End]**