

FEBRUARY 1, 2019

# OPEN FORUM: HIGH-LEVEL STRATEGY DRAFT

---

**JEFF MALANSON**

Chair, Strategic Plan Steering Committee

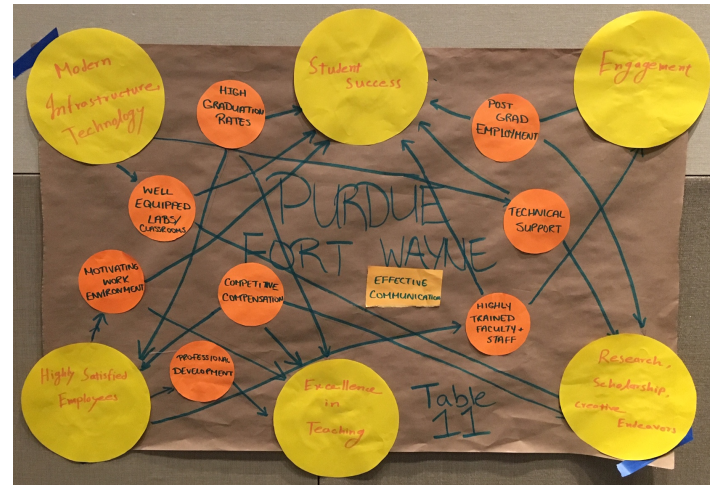
**PURDUE**  
UNIVERSITY<sup>®</sup>  
**FORT WAYNE**

# Setting the High-Level Strategy



**300**  
**students, staff,**  
**and faculty**

**+**



**=**

**Mission,**  
**Values,**  
**Vision, &**  
**Aspirations**

## Mission

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



## Core Values

Diversity and Inclusion, Engagement, Excellence, Innovation, Students First



## Vision

Empower everyone, every day, to improve our world.



## Aspirations

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

**What we do,  
the difference we make**

**How we do  
what we do**

**What we will become  
by 2025**

**How we will get there**

# HIGH-LEVEL STRATEGY

[www.pfw.edu/strategic-plan](http://www.pfw.edu/strategic-plan)

# Mission

## 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.

# Core Values

- Diversity and Inclusion
- Engagement
- Excellence
- Innovation
- Students First

Each Core Value will be supported by a list of four “Expected Behaviors.” These will be circulated for feedback on Monday, January 28.

# Vision

Empower everyone, every day, to improve our world.

In the final draft of the high-level strategy, the Vision will be accompanied by a brief narrative that will help to define our campus community's understanding of what this Vision means.

# Aspirations

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

In the final draft of the high-level strategy, each Aspiration will be accompanied by a brief narrative that will help to define our campus community's understanding of what these Aspirations mean.



# 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 (Diversity and Inclusion, Engagement, Excellence, Innovation, and Students First) and the following elements will help to shape each Aspiration:

- Access, Global Awareness, and Research

# DISCUSSION

[www.pfw.edu/strategic-plan](http://www.pfw.edu/strategic-plan)

# Finishing the High-Level Strategy

- **Tuesday, January 22 – Friday, February 1—high-level strategy circulated for feedback**
  - Open Forums:
    - Thursday, January 24, 9:00 a.m., LA 35A
    - Wednesday, January 30, 12:00 p.m., SB 168
  - Survey
  - “Share Your Voice”

# Finishing the High-Level Strategy

- **Early February—Leadership Team reviews and integrates feedback to finalize high-level strategy**
  - February 7—two focus groups on “final” high-level strategy; RSVP info forthcoming
- **Planning Teams formed to develop the strategic plan**
  - One team per Aspiration—campus experts best positioned to develop our path forward to success
  - Faculty and staff leadership of each team; student participation where appropriate
  - Core teams of 4-6 people



# Final Point

- **We are engaged in an iterative planning process**
  - We will trust the feedback we receive—especially when there is broad agreement—to set our direction forward
  - Only people who contribute their voice can help set the direction

# HIGH-LEVEL STRATEGY

[www.pfw.edu/strategic-plan](http://www.pfw.edu/strategic-plan)

# Common Themes on January 11

- Diversity and Inclusion
- Engagement
- Excellence
- Innovation



# January 11 Mission Draft

Purdue University Fort Wayne, northeast Indiana's comprehensive metropolitan university, serves our students and communities with purpose by inspiring discovery, learning, and engagement.

# Mission

## Who We Are:

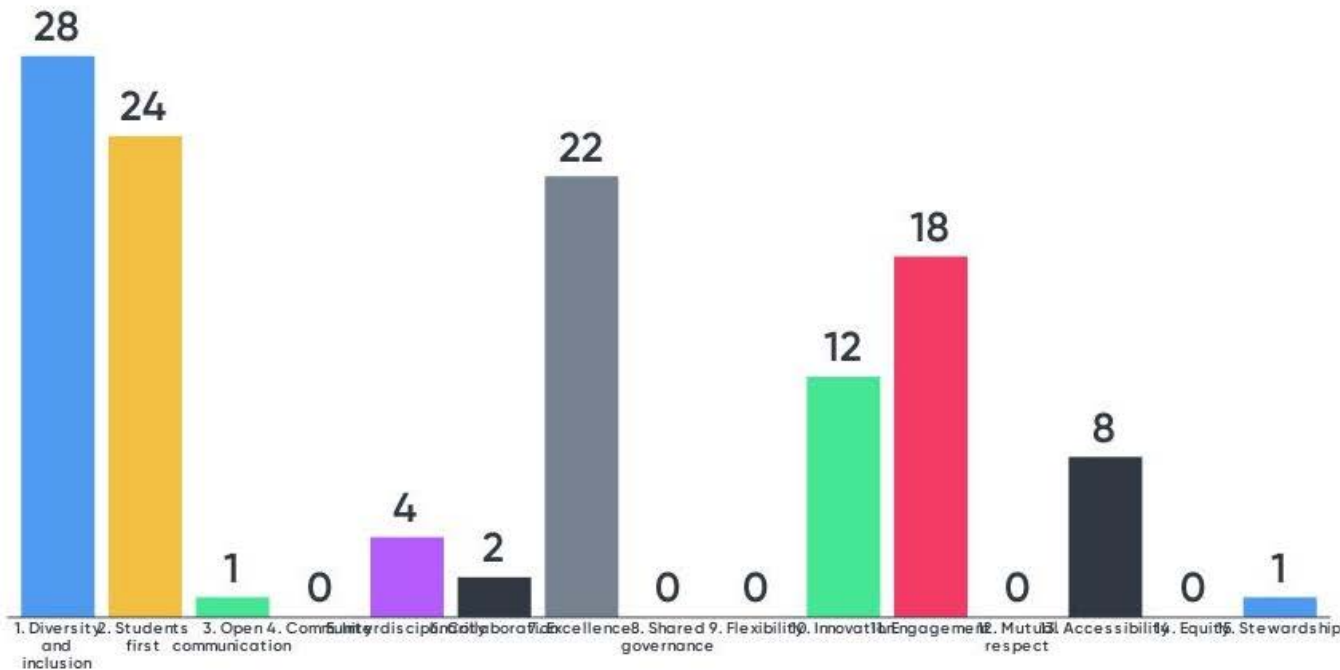
We are Purdue University Fort Wayne, northeast Indiana's comprehensive metropolitan public university.

## Our Mission:

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

# January 11 Potential Core Values

What are the top 3 core values that surfaced across all three of your table group's lists?



# Core Values

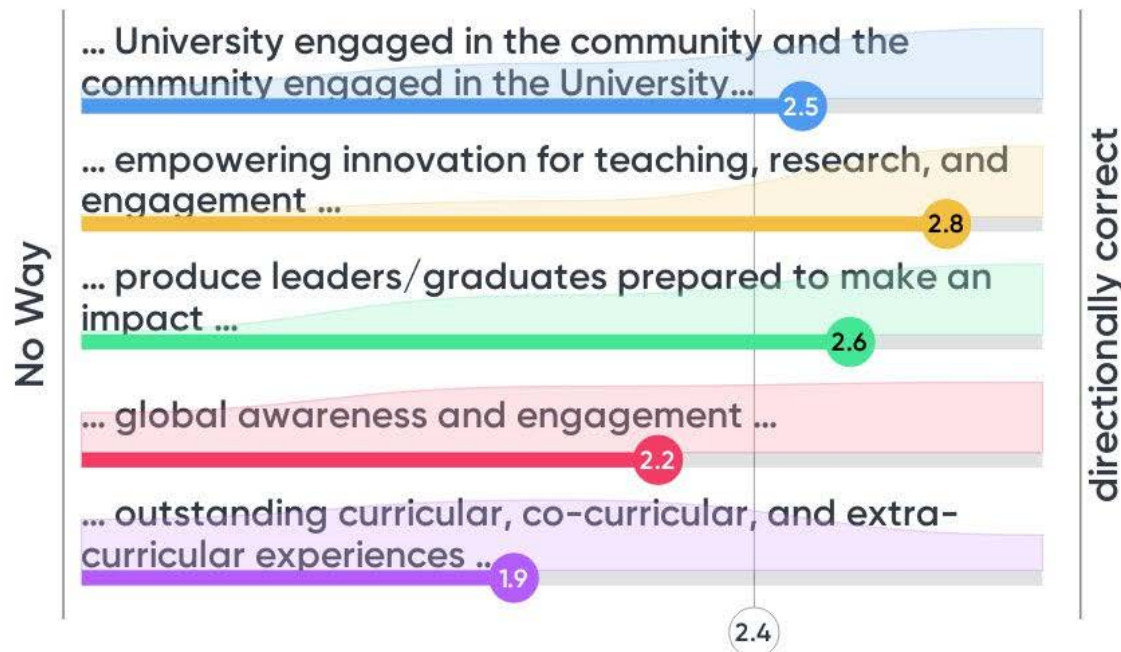
- Diversity and Inclusion
- Engagement
- Excellence
- Innovation
- Students First

Each Core Value will be supported by a list of four “Expected Behaviors.” These will be circulated for feedback on Monday, January 28.

# January 11 Vision Elements

Upon testing the vision statement against the criteria, we believe the elements of the vision are generally directionally correct.

Mentimeter



Consistent theme in the feedback: even tables that liked these elements did not like the wording; many tables that did not like these elements objected to the wording, not the ideas

40

# Vision

Empower everyone, every day, to improve our world.

In the final draft of the high-level strategy, the Vision will be accompanied by a brief narrative that will help to define our campus community's understanding of what this Vision means.

# Aspirations





# Aspirations

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

In the final draft of the high-level strategy, each Aspiration will be accompanied by a brief narrative that will help to define our campus community's understanding of what these Aspirations mean.



# 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 (Diversity and Inclusion, Engagement, Excellence, Innovation, and Students First) and the following elements will help to shape each Aspiration:

- Access, Global Awareness, and Research