**Memorandum**

Date: May 27, 2016

To: Fritz Erickson, President

From: Strategic Planning and Budgeting Committee

Concerning: University Mission and Vision Statements

The Strategic Planning and Budgeting Committee met May 4, 2016, to consider your query about whether NMU’s mission and vision statements should be revised. We discussed what good mission and vision statements include and whether our current statements have those characteristics and align with the University’s strategic plan.

**Recommendations**

The committee recommends that the mission and vision statements should be revised.

* **Mission statement.** We were of the opinion that the mission statement may need only minor editing to better reflect what we are and what we do.
* **Vision statement.** We suggest that the vision statement needs significant revision because it does not align with the strategic plan, does not indicate what we would like to become, and does not provide sufficient direction for university decision-making.
* **Process.** We do not believe that campus-wide listening sessions are needed prior to development of a draft revision, because relevant input has already been collected at the many listening sessions conducted during development of the core values last year.

We recommend that draft revisions of the mission and vision statements should be produced by a small committee comprised of individuals to be identified at the President’s discretion. The draft should be distributed to the campus community with an explanation of why the statements were changed and an emphasis on how revisions are based on input from core value listening sessions. Feedback about the draft revisions should be encouraged and some response to that feedback should be provided, either via written explanation or at a town hall style meeting.

* **Communication.** The committee believes that the university community should be informed of the process that will be followed, beginning with this recommendation through approval by the Board of Trustees. Once adopted, the mission and vision statements should be widely disseminated and frequently consulted.