

YOUR CORE VALUES NAVIGATOR

If your institution has not documented core values, this exercise may help you identify the values most important to your college or university. If you have documented core values, see they surface in this exercise.

<p>WHAT ARE THE KEY WORDS OF YOUR MISSION STATEMENT? LIST THE SIX MOST SIGNIFICANT WORDS WITHIN YOUR EXISTING MISSION STATEMENT.</p>	<p>WHAT ARE THE CRITICAL CONSTITUENT EXPERIENCES AT YOUR COLLEGE OR UNIVERSITY? MAKE A LIST OF THE MOST SIGNIFICANT EXPERIENCES THAT CHARACTERIZE YOUR INSTITUTION'S ANNUAL CALENDAR.</p>		<p>WHAT RELATIONSHIP, IF ANY, DO YOU SEE BETWEEN THE KEY WORDS OF YOUR MISSION STATEMENT AND THE SIGNIFICANT USER EXPERIENCES YOU HAVE IDENTIFIED?</p>
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<p>WHETHER THEY'RE PRINTED OR ONLINE, GATHER THE LAST 3-4 ISSUES OF YOUR SIGNATURE PUBLICATION (E.G., ALUMNI MAGAZINE) AND YOUR STUDENT NEWSPAPER IF YOU HAVE ONE. WHAT ARE TOPICS OF THE LEAD ARTICLES? WHAT ARE THE MAGAZINE COVER STORIES? MAKE A LIST OF THE BIG IDEAS AND TOPICS EXPRESSED IN THESE KEY INSTITUTIONAL COMMUNICATIONS.</p>			
<p>LEAD ARTICLE TOPICS</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>MAGAZINE COVER STORIES</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>LIST OF BIG IDEAS AND TOPICS</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	
<p>WHAT DO HEADLINES AND LEAD STORIES TELL YOU ABOUT WHAT'S IMPORTANT AT YOUR INSTITUTION?</p>			

<p>WHAT ARE YOUR CAMPUS RESOURCES THAT REALLY STAND OUT? WHERE HAVE YOU INVESTED MOST IN TERMS OF FACILITIES? LABS? REC CENTER? RESIDENCE HALLS? LECTURE ROOMS? LIST THE FACILITIES OR PHYSICAL RESOURCES THAT MAY REFLECT PRIORITIES FOR YOUR INSTITUTION.</p>	<p>READ THROUGH THE LAST 10 SPEECHES THAT YOUR PRESIDENT HAS DELIVERED. WHAT TOPICS ARE CENTRAL TO THESE PRESENTATIONS? LIST THE MOST COMMON THEMES, PHRASES AND WORDS THAT APPEAR IN THE PRESIDENT'S SPEECHES.</p>
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<p>HOW DO THESE IDEAS REFLECT YOUR MISSION STATEMENT KEY WORDS?</p>	
<p>LOOK AT YOUR ADMISSIONS COMMUNICATIONS, WEBSITE AND ANNUAL REPORT. LIST THE MOST PROMINENT LANGUAGE, THEMES AND PHRASES THAT EMPHASIZE YOUR VALUES. WHAT ARE THESE MATERIALS TELLING YOUR AUDIENCES ABOUT WHAT IS MOST IMPORTANT TO KNOW ABOUT YOU?</p>	<p>NOW PUT YOUR OBSERVATIONS TOGETHER. CIRCLE THE WORDS AND PHRASES MOST COMMONLY USED IN EACH OF THE SIX EXERCISES. TRY CLUSTERING SIGNIFICANT EXPERIENCES OR LANGUAGE BY TYPE SUCH AS ACADEMIC, SOCIAL, SPIRITUAL OR CELEBRATORY. WHAT PATTERNS SUGGEST ABOUT WHAT IS IMPORTANT TO YOUR INSTITUTION?</p>
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