



# GUIDING PRINCIPLES

## PURPOSE

*What we are about:*

Transforming lives through education.

## MISSION

*What we do:*

Educate students by linking knowledge to professional practice.

## VISION

*What we want to be:*

A premier university for challenging students to enhance their global competencies and 21st century skills, for success in a diverse world.

## STRATEGIC PRIORITIES

*Where we will focus:*

- Create an environment focused on *student success*. (Students)
- Grow innovative *academic programs*. (Academics)
- Optimize our *organizational capacity*. (People)
- Strengthen and increase *institutional financial sustainability*. (Finances)
- Enhance our *critical infrastructure*. (Facilities and Technology)

## VALUES

*How we behave – ICARE*

### **Interdependence**

We are an inclusive and caring community that emphasizes service as a foundation of success.

### **Communication**

We engage in authentic dialogue, timely exchanges of information, and fact-driven discussion, civil debate, and decision-making.

### **Accountability**

We make ethical, responsible decisions that have a high degree of integrity, are data-informed, and are results-oriented.

### **Respect**

As a portal of equal access to education and information, we model civility and compassion; we embrace diversity as an essential component of creating a rich university experience for everyone.

### **Entrepreneurship**

We prize innovation and creative thinking as hallmarks of successful participation in the global marketplace.

# TIFFIN UNIVERSITY