

MISSION STATEMENT COHERENCE

May 12, 2005; Revised December 22, 2005

University

Drake's mission is to provide an **exceptional learning environment** that prepares students for **meaningful personal lives, professional accomplishments, and responsible global citizenship**. The Drake experience is distinguished by **collaborative learning** among students, faculty, and staff, and by the **integration of the liberal arts and sciences with professional preparation**.

VISION STATEMENT Drake University will enhance its position as a premier comprehensive university in the Midwest and as a national leader in higher education for learning, faculty roles, and public service.

Mission Statements

<i>Academic</i>

A&S

Within the broader mission of the university, the College of Arts and Sciences is a **community of life-long learners** engaged in **the creative use of knowledge, culture, and reflection to meet the challenges of the 21st century**.

To accomplish this mission, the College's is committed **to maintaining strong liberal arts programs** at Drake University that serve as a foundation for the educational experiences of all Drake students.

Goal I: Ensure the excellence, currency, and appropriateness of academic programs

Goal II: Improve and sustain the financial strength of the University

Goal III: Recruit and retain faculty and staff of the highest quality

Goal IV: Ensure that Drake students, faculty, and staff are able to function effectively as members of diverse local, national, and global communities

Note: Goals mirror University strategic goals. On web page.

CBPA

MISSION: To educate effective business and professional leaders by **bringing the world into the classroom and taking the classroom into the world**

VISION: To be a provider of choice for professional management education in the Midwest.

Note: Should vision be more ambitious, as the college is already "a provider of choice"? On web page.

EDUCATION

The mission of the Drake University School of Education is to be a **diverse community of learners** who **work collaboratively** to create an **equitable culture of excellence, inquiry, and renewal**.

The School of Education at Drake University will be viewed as the leader in the preparation of teachers, school and vocational counselors, school administrators, and adult educators throughout Iowa and the midwest. The School will embrace past successes, consult future trends, and deliver the highest quality of teaching, research, service, and outreach to our students and community of learners.

Note: Mission statement from web page.

Vision (Mission) from 2001 Strategic Plan

The School of Education is a **learning community** providing **quality preparation, licensure, and continuing education** for teachers, trainers, counselors, school administrators, and educational

leaders. Our learning community includes our internal members and active stakeholders from PK-12 school systems and other learning organizations. We seek to be leaders in teaching, service, and scholarship and to establish **collaborative partnerships**.

Note: For consistency, SOE may want to re-label its “vision” as the mission statement and its “mission” as a strategic plan. Also, both the mission and the plan need to be updated – the target date for the goals, for instance, is 2005, and the document itself was created in 2001, prior to the new University mission.

LAW SCHOOL

Drake Law School **prepares outstanding lawyers** who will promote justice, **serve as leaders in their communities** and the legal profession, and respond to the call of **public service**. We are **a welcoming and inclusive community** distinguished by an accessible faculty and staff and a collegial student body. We provide an **exceptional learning environment that integrates legal theory and the development of professional skills**; promotes critical thinking and effective problem solving; examines **international perspectives**; and instills the **ideals of ethics and professionalism**.

Note: Mission statement not on strategic plan; not on web site.

SJMC

Mission: The School of Journalism and Mass Communication (SJMC) seeks to prepare students for careers in the print, digital and electronic media, magazines, public relations, advertising, and related careers in government and industry. We want our graduates to be competent, sensitive, ethical, and highly motivated, and to under the critical role of the First Amendment to robust communication in a global society.

The School’s vision is reflected in its blend of **practical professional training, a strong liberal arts education, and a learning environment that encourages intellectual inquiry and critical analysis**. SJMC prepares our students to excel in their first job, to become leaders in the field and to **be contributors to society**.

Vision: The mission is to develop communications professionals who are prepared to meet their responsibilities to a global society.

Note: Mission statement (not identified as such) on web page not the same as the above mission statement.

PHARMACY

Mission: The College of Pharmacy and Health Sciences provides an **intellectually stimulating learning environment** with **collaborative learning** among students, faculty, and staff. Graduates are **liberally educated professionals** who are dedicated to **servicing their patients, their profession and their community**. The College emphasizes **excellence and leadership** in professional education, service, and scholarship.

Vision: The College of Pharmacy and Health Sciences will continue to be recognized for its innovation, demonstrating continuous quality improvement in teaching, scholarship and service, while boldly pursuing opportunities for breakthrough achievements within those same arenas. The College will uphold its tradition of preparing individuals to meet the expectations and challenges of health care practices, providing a balance between foundational scientific, socioeconomic, and practice theories along with meaningful, exemplary practice opportunities. Further, the College will fulfill its obligation to advance the level of health care knowledge and practice through scholarly endeavors, incorporating the efforts of all who define its learning communities and embracing the scholarly functions of discovery, innovation, application, and teaching.

Note: There is a link to the mission and vision statements on the front page of the Pharmacy web site.

COWLES LIBRARY STRATEGIC PLAN

Mission: The mission of Cowles Library is to create opportunities for learning by empowering members of the Drake community to successfully access and use information.

Vision: Cowles Library is committed to creating and maintaining a **dynamic learning environment** focused on service and guided by the principles of intellectual freedom. The Library is the gateway to recorded knowledge, both print and digital, for the Drake Community. The Library staff **prepares students**

for citizenship in the 21st century, modeling the principles of information literacy: to acquire, integrate, analyze and interpret information, to use appropriate technology to assist with these processes **and to understand their social and ethical implications.**

Organizational Attributes

- * The Library is a **Learning Organization** with both individual and team work focused around a shared vision and a strategic agenda.
- * The Library approach to service is framed by a set of **Service and Professional Values** grounded in a commitment to intellectual freedom and the American Library Association's *Library Bill of Rights*.
- * The development and delivery of library services is based on the concept of **Collaboration** with customers, lead vendor partners, and with the broader library and scholarly community.
- * Library Faculty work towards the highest standards of **Professionalism** in both conduct and mastery of assignments, and play a leadership role at Drake and within Librarianship.
- * Library staff are committed to maintaining a **Process of Assessment** that leads to the highest levels of customer satisfaction and continuous improvement of library service.
- * Library staff are committed to advancing the development of a **Diverse and Multi-cultural Environment** at Drake.

Note: Mission and Strategic plan on web site

Non-Academic

ADMISSIONS:

Mission: **Attract, serve, and enroll Drake's future students.** We facilitate educational transitions for prospective students and families by counseling, educating, and recruiting.

Vision: To become a market sensitive organization recognized as a leader in building strong relationships.

Values

- **Honesty, integrity, and a commitment to serve**
- Positive internal and external communications
- Honest and accurate representation of the University
- Maintaining the proper balance of recruiting practices and counseling Commitment to shared goals
- Benefits of **professional development and collaboration**

Note: Mission statement not Admissions web page.

ADVANCEMENT:

Mission: The mission of the Office of Institutional Advancement (IA) is to **strengthen Drake University's capacity to meet its strategic goals by developing and sustaining critical external relationships (alumni, parents, donors and the community) and by identifying and securing resources in support of University operations and initiatives.** In its efforts to enhance the University's continued development and advancement, the IA Office engages the participation of a broad range of University constituencies, including alumni, faculty, and staff.

Vision: The Office of Institutional Advancement will be the primary channel for alumni and members of the community to become engaged in the activities of the University and serve as the primary source of external support for the University.

Purpose:

- To interpret and promote understanding of Drake University's heritage, programs and needs among its constituents.
- To nurture and strengthen relationships between the University, its alumni and donors and the community at large.
- To enhance participation of all constituents by providing meaningful opportunities for involvement.

- To secure financial support necessary for the University to carry out its mission.

Note: Mission statement not on Institutional Advancement web page.

ATHLETICS:

The mission of the Drake University Department of Intercollegiate Athletics is to provide **a positive experience to all individuals regardless of race, religion, or gender**. These experiences should **enhance and support the individual's academic development and personal growth** in a program dedicated to quality and excellence at the NCAA Division I level.

To prepare our student-athletes for **productive careers, active and responsible citizenship and life-long learning**, the Department of Intercollegiate Athletics **emphasizes personal development, professional preparation and degree completion**. The importance of intellectual honesty, independent thinking, personal integrity and humane sensitivity is stressed.

The athletic program seeks to comply with both the intent and the letter of NCAA rules and regulations, field teams and individuals that are competitive in their respective conferences and bring positive recognition to Drake University.

Note: Mission statement not on Athletics web page.

BUSINESS & FINANCE

Mission: To provide **stewardship of all University resources, support for the core mission, and service to students, employees, donors, and the broader Drake community** in a timely and professional manner

Vision: Each B&F unit will be the “best in class”, operating with the highest standards of integrity and professionalism.

Current statements, just updated 6.1.05.

Note: Mission statement is on B&F web page.

OFFICE OF INFORMATION TECHNOLOGY v5b

Mission - The Office of Information Technology's (OIT) mission is to provide the Drake community with the information technology leadership, services and **support needed to achieve the University's goals**.

Vision - OIT's vision is that of an IT environment which empowers faculty, students and staff to use technology creatively and effectively to achieve their goals. This environment will have a standards-based architecture with secure, reliable infrastructure and services, and easy access to information. OIT will be focused on anticipating and meeting the needs of the community in an efficient and effective manner, and will have the resources appropriate to its mission.

The values of OIT staff include: customer focus and service, empowerment, open communication, and a commitment to quality in all that it does.

Note: Consistent with “exceptional learning environment.” Link to mission on OIT web page.