

## STRATEGIC PLANNING: MISSION, VISION, & VALUES STATEMENTS

### OVERVIEW

As San José State University prepares for the future and moves toward achieving the ambitious goals outlined in Graduation Initiative 2025 and Transformation 2030, we must also reflect on what we have learned over the past few years as we navigate the post-pandemic world.

As a public institution of higher education, we are called to deliver on our core mission and pursue strategic priorities in ways that meet the needs of our students, staff, faculty, and community. To that end, we must recalibrate our strategic plan, beginning with the creation and development of mission, vision, and values statements built upon shared ideals as a foundation for our path forward.

The university's current [mission statement](#) was developed several years ago, and we do not have shared institutional vision and values statements. This document contains draft statements developed through conversations with President Teniente-Matson, Cabinet, and the University Leadership Council (ULC). The feedback provided by Cabinet and ULC have been incorporated to provide a starting point to gather campus-wide input to help chart our trajectory forward together.

The proposed mission statement describes our university's purpose, and the vision statement is aspirational, reflecting what we work to achieve as a university. The values statements are core principles that guide our institution and inform our campus culture.

### DRAFT MISSION STATEMENT

As the first public university in the west, we proudly serve Silicon Valley. [Inclusion](#), creativity, and innovation drive our teaching, research, and service in an experiential learning environment where all students [belong](#) and become leaders and contributors to a globally [diverse](#) workforce transforming our community and the world.

### DRAFT VISION STATEMENT

San José State University is a nationally recognized, [diverse](#), thriving urban-centered public research university and community-based anchor institution cultivating [equity](#)-minded social impact and global innovation.

### DRAFT VALUES STATEMENTS

1. Our Purpose: **We are champions for student success.**

What we do: We serve a [diverse](#) student community by actively dismantling barriers and providing opportunities to grow.

How we do it: We provide access to hands-on transformational learning experiences that unleash students' capabilities to become changemakers addressing complex issues in global communities. We continuously seek to understand and meet our

students' holistic needs and support their personal development, [empowerment](#), and academic excellence.

2. Our purpose: **We are urban-minded and community-centered.**

What we do: We are Silicon Valley's public urban university, a center of creativity that challenges the status quo while acknowledging the complexity of thriving in the world's fastest-changing region.

How we do it: We lead with intentionality to increase the University's presence and impact in a [diverse](#) and resilient downtown community as well as the wider region while confronting complex environmental, social, technological, and economic issues. We are advancing the way by developing models of sustainable urban development that help everyone in our community thrive.

3. Our purpose: **We are visionary and disruptive.**

What we do: We are the [original](#) startup in Silicon Valley that has always been at the center of big ideas driven by big thinkers.

How we do it: We cultivate relentless curiosity, creativity, and entrepreneurship driving every aspect of what we do as an urban public research university. We ignite the next generation of talent that ideates and agitates industries and paradigms, drives economies, and leads global centers of excellence bound by a commitment to social [equity](#) and [inclusion](#).

4. Our purpose: **We are [inclusive](#) and [equity](#)-minded.**

What we do: We are legendary in our pursuit of social and racial justice. We embody the movement to eradicate disparities and advocate for human rights.

How we do it: We celebrate our Indigenous roots and proudly acknowledge our [diversity](#) and resiliency as strengths. We cultivate a culturally informed and [equity](#)-focused environment where everyone's unique experiences and identities are valued and [respected](#) so that each person can excel. We are emboldened by our commitment to justice, and we provide voice and affirming practices for a socially and racially just community.

5. Our purpose: **We are trustworthy and act with [integrity](#) and accountability.**

What we do: We are credible and honest citizens to our university, community, and society and uphold ethical behavior in all that we do.

How we do it: We embrace a work ethic that stewards and delivers on our commitments to transparency, honesty and [integrity](#) to each other and those we serve. We hold ourselves to the highest ethical standards as stewards, faculty, researchers, staff, students, and community members.

6. Our purpose: **We are collaborative.**

What we do: We are better together. We advance the student experience, the public good, and the community at large through intentional collaborations and partnerships.

How we do it: We foster radical collaboration in a [compassionate](#) manner that embraces teamwork and engaging partnerships to create rich learning experiences for our students and a supportive and [respectful](#) environment for our entire community. We build positive internal and external relationships to ensure a safe, healthy, and productive environment that promotes achievement, wellbeing, career readiness, and discovery.