

1.B - Core Component 1.B

The mission is articulated publicly.

1. The institution clearly articulates its mission through one or more public documents, such as statements of purpose, vision, values, goals, plans, or institutional priorities.
2. The mission document or documents are current and explain the extent of the institution's emphasis on the various aspects of its mission, such as instruction, scholarship, research, application of research, creative works, clinical service, public service, economic development, and religious or cultural purpose.
3. The mission document or documents identify the nature, scope, and intended constituents of the higher education programs and services the institution provides.

Argument

WSU clearly articulates its mission and institutional priorities to broad and targeted audiences through public documents available in print and electronically; through public presentations and updates; and through social media messaging.

“[Distinctively Wayne State University](#)” is the university's primary mission document and is targeted to internal and external audiences. Accessible on the [WSU website](#) and also available in print, this document presents the WSU mission, vision, values; and the strategic plan for advancing seven institutional priorities:

1. [Student Success](#)
2. [Teaching Excellence](#)
3. [Research](#)
4. [Diversity and Inclusion](#)
5. [Entrepreneurship](#)
6. [Financial Sustainability and Operational Excellence](#)
7. [Community Engagement](#)

Updated in September 2015, “Distinctively Wayne State University” is current. Campus-wide roll-out of the mission and institutional priorities (September 2015) was facilitated at the unit level by Human Resources, through a [Cascade Toolkit](#) developed to ensure consistent messaging and a shared vision.

In addition:

- The mission and institutional priorities are introductory content to the annual [Wayne State University Fact Book](#), a print document with statewide distribution.
- The WSU mission is prominently featured on the university website and is embedded as a footer to tier-one webpages.

- [New faculty orientation](#) (annually) features two days of programming, framed by the WSU mission and institutional priorities. [Promotion and Tenure Procedures and Factors for Faculty](#) state that the “*mission sets the standard of excellence for teaching, scholarship, and service.*”
- [New staff orientation](#) (weekly) fosters an early understanding of the WSU mission, vision, and values; and strategic plan.
- [Employee onboarding](#) (quarterly) features a segment on WSU Organization and Mission that establishes mission as the primary driver for resource allocation.
- The [Green & Gold Guide](#) for new student orientation opens with the WSU mission statement and strategic plan. The mission is reinforced in the [Bulletin](#), which serve as the student handbooks.
- The President conveys the mission to university alumni, donors, and prospective donors through recurring communications. Recent examples include “[A Year of Moments](#),” the 2015-16 Impact Report for Pivotal Moments: Our Campaign for Wayne State University; and [Wayne State Magazine](#) (Fall 2016). Both publications have a distribution of more than 200,000 constituents, 75% living in Michigan .
- President Wilson unveiled the updated mission documents to the entire university community at his annual university address on [Sept. 15, 2015](#). At his address [one year later](#), the President reinforced mission principles, and challenged those present to reflect on how they, as individuals, “[live the mission](#)” in their university work.

Sources

- A Year of Moments - Annual Impact Report of Pivotal Moments Capital Campaign - 2015-16
- Distinctively Wayne State University - Strategic Plan - 2016-2012
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 11)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 14)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 17)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 20)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 22)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 24)
- Distinctively Wayne State University - Strategic Plan - 2016-2012 (page number 28)
- Human Resources - Employee Onboarding - Element 3
- Mission Reflection - Employees to President
- New Faculty Orientation - 2016
- New Staff Orientation Presentation - 2016

- New Staff Orientation Presentation - 2016 (page number 8)
- President's University Address - 2015_09_15
- President's University Address - 2016_09_12
- Promotion and Tenure Procedures and Factors for Faculty
- Promotion and Tenure Procedures and Factors for Faculty (page number 4)
- Strategic Plan Implementation - Cascade Toolkit
- strategicplan.wayne.edu
- Student Orientation Guide 2016-17
- Student Orientation Guide 2016-17 (page number 4)
- Wayne State - The Magazine - Fall 2016
- Wayne State - The Magazine - Fall 2016 (page number 2)
- Wayne State University Fact Book 2015-16
- Wayne State University Fact Book 2015-16 (page number 5)