

# **EAST TENNESSEE STATE UNIVERSITY**

## **Vision, Mission, Values and Strategic Goals**

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#### ***VISION***

To become the best regional university in the country.

#### ***MISSION***

East Tennessee State University strives to create a community of learning that actively advances the fundamental values of higher education—the free interchange of ideas, curiosity and the desire for learning, critical thinking and self-reflection, ethical behavior, academic freedom, and appreciation of human diversity. Every academic program and support unit at ETSU contributes to the creation of this community. The university places primary emphasis on student learning through effective and innovative teaching by faculty, working in partnership with administration and staff. It seeks to promote students' intellectual and social development by providing academic programs and co-curricular opportunities that meet high standards of quality.

ETSU embraces its regional setting and proudly reflects its traditional roots and Appalachian heritage. The university is committed to expanding student access and actively recruits well qualified undergraduate and graduate students from throughout Tennessee, especially from Northeast Tennessee and adjacent states. In addition, it supports selected programs that attract students from across the nation as well as from other countries. The university makes educational opportunities available to all eligible people without regard to age, sex, race, religion, national origin, disability, veteran status, or sexual orientation.

The university pursues community partnerships that will both enhance its institutional effectiveness and serve the region. It places special emphasis on community-based and interdisciplinary learning. ETSU is a leader in improving the intellectual, cultural, economic, political, social, and health environment of Northeast Tennessee and the Southern Appalachian region. The university demonstrates special commitment to enhancing P-16 education, workforce development, civic responsibility, uses of technology, and providing distinctive educational service and research appropriate to its mission.

ETSU offers programs through eight colleges and schools related to five areas: arts and sciences, business, education, health sciences, and technology. It affirms the value of liberal education for all undergraduate students and offers programs of study leading to expertise in the arts and sciences and selected professional fields. The university places a distinctive emphasis on improving student competence in writing, oral communication, and using information technology. It strives to address the needs of gifted students seeking greater educational challenges and nontraditional students returning to the classroom. ETSU is committed to providing a rich campus life, offering a variety of residential opportunities and student activities, and supporting excellent intercollegiate and intramural athletic programs.

The university is recognized for its unique focus on the health sciences. ETSU's Division of Health Sciences, composed of the colleges of Medicine, Nursing, and Public and Allied Health, seeks to support the health and wellness of the people of Southern Appalachia, with special

emphasis on meeting the needs of rural populations. The university is committed to providing programs that achieve distinctive levels of regional and national recognition, to providing a variety of delivery systems (including online) to enhance access, and to becoming increasingly comprehensive in its focus on health sciences through expanding its inventory of undergraduate and graduate programming.

ETSU offers graduate programs to meet the needs of its student population and extensive service region. These programs award masters' degrees in most liberal arts disciplines and technical and professional fields. The university awards doctoral degrees in education and in selected disciplines that reflect its health sciences mission.

The university is committed to improving the availability and quality of programming for individuals seeking educational opportunities beyond the Johnson City campus and via the Internet. ETSU also seeks to use emerging technologies to enhance the quality of instruction it provides to all of its students.

As a doctoral research-intensive university, ETSU is committed to teaching based in scholarship and to advancing programs of research and creative activity that improve the quality of life in the region, the state, the nation, and the world. The university seeks to provide an environment in which faculty, students and staff are encouraged to inquire and to produce and disseminate the highest quality scholarly and creative work. To sustain and enhance this environment ETSU seeks to secure financial support for research and creative programs through partnerships with broader communities, through effective management, and through aggressive pursuit of extramural support and creative entrepreneurial initiatives.

East Tennessee State University strives to achieve optimal efficiency in its use of resources while always seeking to offer instructional, research and public service programs of the highest quality. The university recognizes that employees are its most valuable resource and students its most important constituents. Putting people first is the foremost value guiding ETSU's operations. (Revised 10/27/04)

## **VALUES**

ETSU pursues its mission through a student-centered community of learning reflecting high standards and promoting a balance of liberal arts and professional preparation, continuous improvement, and based on core values where:

**PEOPLE** come first, are treated with dignity and respect, and are encouraged to achieve their full potential;

**RELATIONSHIPS** are built on honesty, integrity, and trust;

**DIVERSITY** of people and thought is respected;

**EXCELLENCE** is achieved through teamwork, leadership, creativity, and a strong work ethic;

**EFFICIENCY** is achieved through wise use of human and financial resources; and

**COMMITMENT** to intellectual achievement is embraced.

## ***Strategic Goals 2005-2010***

1. Demonstrate leadership for our region by

- promoting and enhancing P-16 education,
- enhancing workforce development for the health professions,
- establishing successful technology-based start-up and spin-off companies through the ETSU Innovation Laboratory,
- enhancing students' active development of civic responsibility,
- pursuing the use of advanced technologies,
- and expanding externally-funded research.

2. Enhancing the rate and diversity of participation in higher education by

- increasing the rate of participation of targeted student populations, and
- designing and implementing a multi-variant review model for consonance between student and/or employer demand.

3. Demonstrate quality of programs and services by

- implementing campus-wide quality institutional effectiveness initiatives,
- providing general education, academic programs and co-curricular opportunities that meet high standards of quality,
- enhancing civic responsibility and student engagement, recruiting, retaining, and developing faculty and staff diversity,
- increasing student retention and persistence to graduation, and
- continued implementation of our SACS Quality Enhancement Plan for student success.

4. Demonstrate successful management of resources by

- expanding use of nationally recognized databases or benchmarking tools to inform resource management,
- increasing awareness and commitment to philanthropic fund-raising projects,
- promoting entrepreneurial and partnership initiatives to attain additional resources,
- and striving to achieve optimal efficiency in its use of resources.