

STRATEGIC PLANNING COUNCIL VII

Summer 2004 Electronic-Conference and E-Vote: Mission Statement Revisions

SPC VII Members: Tim Aurand (MKTG), Jon Briscoe (MGMT), Kara Bourbon (ACCY student), Greg Carnes (ACCY), Ann Carrel (MBA Program), Virginia Cassidy (Associate Vice Provost), Bill Cummings (ACCY), Michelle De Jean (COB Marketing), Diane Docking (FINA), Barbara Fox (ACCY), Sue Goad (OMIS), Chuck Gowen (MGMT), David Graf (Dean), Jim Johnson (FINA), Cindy Kubasiak (OMIS), Brian Mackie (OMIS), Mark Misic (Tech Resources), Roman Nowacki (MGMT), Charles Petersen (OMIS), Dave Sinason (ACCY), Wayne Smith (iTest Quality Partners Inc.), Bill Tallon (Associate Dean), Sally Wakefield (Strategy and Assessment), Jay Wagle (MKTG), Dan Wunsch (MGMT), and Phyllis Zerull (OMIS)

Mission Statement – Suggested Edits (7th iteration, as of 4/28/04) (Grey highlighted text denotes new text)

The College of Business provides higher education and professional outreach in ~~the region of Northern Illinois, while maintaining a global view of the world and participating~~ in relevant activities at the national ~~and international~~ level, and is committed to raising students' awareness about the implications of international and global business operations. The college offers outstanding educational programs and academic services to students, faculty, business, and other stakeholders. The college endorses ~~promotes~~ a balance between teaching and research while ~~engaging in maintaining~~ partnerships with the business community. The college focuses its efforts to continually improve the quality of our instruction and scholarship to advance our disciplines and the success of all learners.

At the April 28, 2004, meeting, the following “next steps” regarding finalization of the *Mission Statement* revisions were recommended:

5. **Next Steps.** In FA 04, a small group of SPC VIII members will work together to recommend a final iteration of the mission statement. They will work from the suggested mission statement (as listed above). Where possible, they will incorporate comments made by SPC VII members as well as the suggested changes to the bulleted text in the mission (as submitted by Wayne Smith, iTest Quality Partners Inc.).

After some reflection, Dean Graf felt this item needed to be fast-tracked so that the college could present for a vote (and hopefully receive approval of) the recommended Mission Statement revision at the *Fall 2004 All-College Faculty and Staff Meeting* in order to:

- Publicize the COB the Mission Statement in advance of the Dean’s Search interviewing process; and
- Proceed with the Academic Tradition project, which included a physical display of the COB Positioning (Brand) Statement, COB Core Values, and COB Mission Statement within Barsema Hall.

In keeping with the SPC process, the Dean convened an e-conference/-vote of the SPC VII Mission Statement Action Team (Virginia Cassidy, Wayne Smith, Michelle De Jean and Sally Wakefield), who unanimously agreed upon and recommended to the SPC VII At-Large the following language revision:

The College of Business provides higher education and professional outreach in northern Illinois, participates in relevant activities at the national level, and is committed to raising students' awareness about the implications of international and global business operations. The college offers outstanding educational programs and academic services to students, faculty, business, and other stakeholders. The college endorses a balance between teaching and research while engaging in partnerships with the business community. The college focuses its efforts to continually improve the quality of instruction and scholarship to advance its disciplines and the success of all learners.

Subsequently, an e-mail was disseminated on July 19 to all SPC VII Members soliciting an e-vote “for” or “against” the recommended revision. The deadline to reply was August 9, and the resulting e-vote was **24-For, 0-Against** (with two members not replying).

At the *All-College Faculty and Staff* meeting on Wednesday, August 18, Dean Graf presented the recommended Mission Statement language revision and called the motion to a vote. Harry Wright moved and Denise Schoenbachler seconded the motion to accept the SPC VII’s recommendation, which passed unanimously – a powerful endorsement of the revised Mission Statement, which will be so noted on the Mission Statement plaque to be displayed in Barsema Hall.

Reported by,

Sally Wakefield
Assistant to the Dean: Strategy & Assessment
August 18, 2004

Attachment

BARSEMA HALL SIGNAGE ~ FINAL LANGUAGE

Northern Illinois University College of Business...

Where the Classroom Meets the Business World

NIU College of Business Core Values

All College of Business members and participants strive to uphold the principle of "Honesty and Fair Dealings" in everything we do.

- 1. We believe the learner is the beneficiary of our activities.*
- 2. We respond to the needs of learners, faculty, and staff, respecting the dignity of each individual.*
- 3. We honor our commitments in an ethical and professional manner.*

*Statement of Commitment
NIU College of Business Faculty and Staff
September 25, 1997*

NIU College of Business Mission Statement

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*Unanimously Approved
NIU College of Business Faculty and Staff
August 18, 2004*