

UFV TOWN HALL

JANUARY 8, 2019

ABBOTSFORD + CHILLIWACK

DR. JOANNE MACLEAN, PRESIDENT & VICE-CHANCELLOR



IMAGINE
UFV IN
2074



UFV 

**BUILDING
A UFV OF
LASTING
ENDURANCE**



WHERE HAVE WE BEEN?

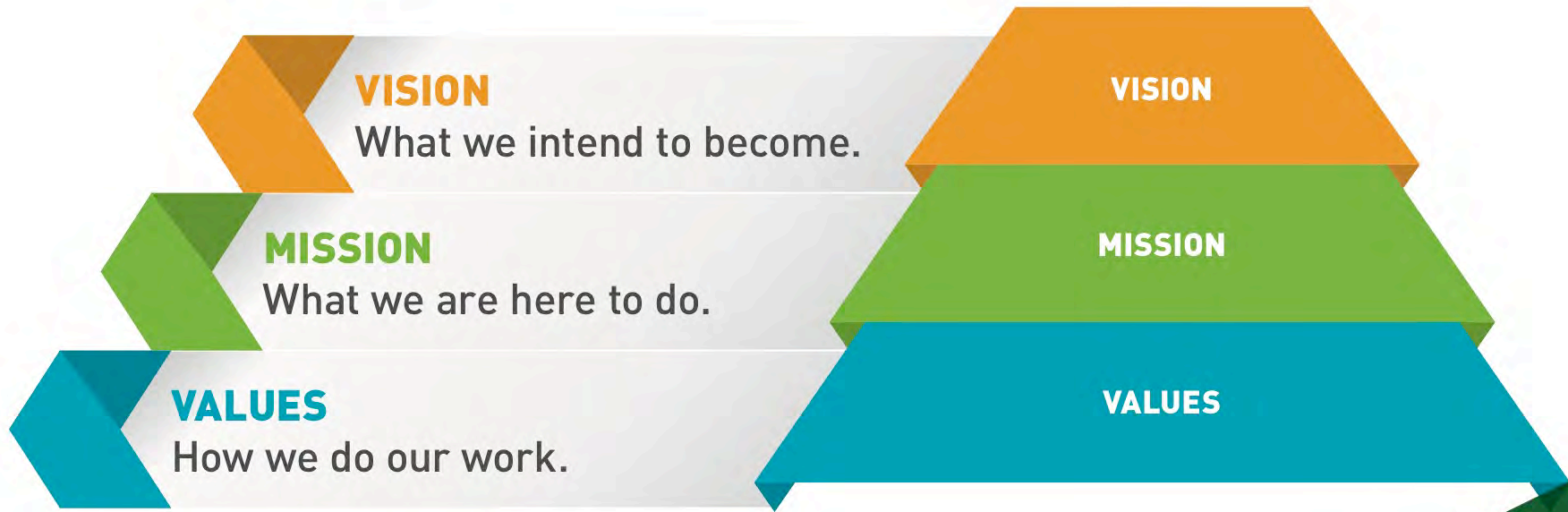
01 **WHY VISIONING?**

02 **CONSULTATION
PROCESS**

03 **WHAT YOU SAID**

04 **WHAT WE DID
WITH WHAT
YOU SAID**

DEFINITIONS



HOW IT FITS

**INSTITUTIONAL
STRATEGIC PLAN**

**UNDERPINNINGS
OF STRATEGIC PLAN**



CURRENT VALUES, MISSION AND VISION

VALUES

Paramount priority is placed on students and their learning needs and goals.

UFV is committed to excellence in post-secondary education through programs that serve the diverse needs of the Fraser Valley region. We view education as an ongoing process essential for both career progress and actualizing human potential.

We make the university accessible to students with diverse backgrounds and goals, while rewarding academic success and maintaining high standards. We value and treat students as mature individuals, and encourage intellectual, cultural, creative, ethical and social development in order to prepare our graduates for their roles as productive citizens of an increasingly complex and pluralistic society.

And finally, we place a high value on environmental, social & economic sustainability in all our endeavours.

MISSION

The University of the Fraser Valley, as established by the University Act of British Columbia, is mandated to serve the post-secondary educational needs of its region.

Specifically, UFV provides post-secondary academic, trade, technical, career and adult basic education programs that lead to certificates, diplomas, and degrees, at both the undergraduate and master's level. Faculty and staff are also engaged in foundational and applied research and other scholarly activities that support its program areas and the development of the Fraser Valley.

VISION

It is UFV's vision to provide the best undergraduate education in Canada and to be a leader of the social, cultural, economic and environmentally-responsible development of the Fraser Valley.

UFV will measure its success by the successes of its graduates and the successful development of the communities they serve. In achieving its goals, UFV has committed to being innovative, entrepreneurial and accountable.

THOUGHT EXCHANGE



651

PARTICIPANTS



916

THOUGHTS



20207

RATINGS



49% STUDENTS (279)



22% STAFF (123)



19% FACULTY (110)



5% ALUMNI (28)



4% OTHER (23)



1% COMMUNITY (8)



FEEDBACK WE RECEIVED

“I do not feel our values are clear”

“I think the mission is too long and convoluted”

“They are lengthy, so difficult to remember”

“Be more concise”

“Doesn’t highlight the growth that students, faculty, etc. experience during their time here”

“The existing mission reads like policy and lacks life”

“How do you measure ‘best in Canada’?”

“Existing vision is poorly defined and not measurable”

“Unrealistic”

FEEDBACK ON MISSION STATEMENTS

“To inspire and develop students to reach their full potential.”

“Changing lives, building community.”

“Transformative encounters with people and ideas.”

“Innovative learning opportunities to prepare students for a successful future.”

“Provide the solid grounding to create successful, adaptable citizens.”

“Nurturing creativity, curiosity, and community.”

STEERING COMMITTEE WORKSHOP

VALUES

Working from a list of more than 20 values cited most frequently in consultation, the steering committee worked together to narrow it down to the four values that are core to UFV.

MISSION

Starting with the statement proposed most often, the steering committee evaluated it against our criteria and iterated on the wording until they felt it was the best fit.

VALUES

- **COMMUNITY**
- **EXCELLENCE**
- **INCLUSIVITY**
- **INTEGRITY**

VALUES

Community: We cultivate strong relationships, acting as a hub where all kinds of communities — educational, scholarly, local, global, and cultural — connect and grow.

Excellence: We pursue the highest standards in everything we do, with determination and heart.

VALUES

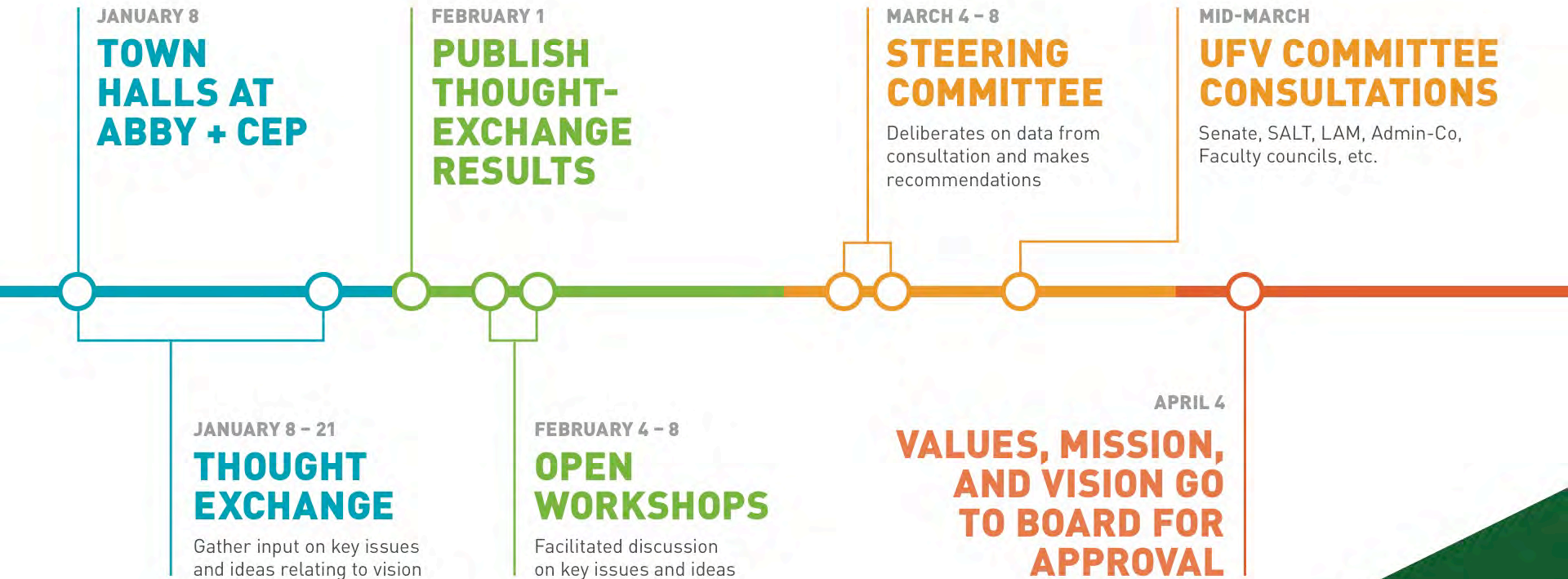
Inclusivity: We welcome everyone, showing consideration and respect for all experiences and ideas.

Integrity: We act honestly and ethically, upholding these values and ensuring our mission is delivered without compromise.

MISSION

- **ENGAGING MINDS**
- **BUILDING COMMUNITY**
- **TRANSFORMING LIVES**

VISIONING PROCESS



FEEDBACK

Feedback on the process and results so far?

Send us an email with your thoughts to **visioning@ufv.ca**

YOUR QUESTIONS



LEARN MORE + GET IN TOUCH

ufv.ca/visionhub + visioning@ufv.ca

UNIVERSITY
OF THE FRASER VALLEY

