

Shepherd University Board of Governors
March 26, 2008
Agenda Item No. 9 **REVISED**

ADOPTION OF THE PROPOSED SHEPHERD UNIVERSITY VISION STATEMENT

The Shepherd University Strategic Planning Committee has been working since the beginning of the academic year to expand on the development of the new Mission Statement and to complete the process of creating a Vision Statement for the University.

The proposed Vision Statement is:

Our vision is to be a nationally respected community of learners where passion, purpose, and experience unite to inspire individuals to shape the world.

While the proposed Vision Statement provides an excellent description of Shepherd University and what Shepherd is projected to be, it is more easily understood by internal audiences than by those outside the campus community. The Board suggested at its retreat that a powerful, short statement to create the University's branding identity be added to the beginning of the statement.

The Board will discuss the proposed Vision Statement and assess whether it is ready to vote on the proposal. The Board will also discuss potential themes or potential content of a Branding Statement, and it is recommended that any proposed content for a Branding Statement be referred to the Strategic Planning Committee for further review.

The following resolution is recommended for adoption by the Board:

RESOLVED, That the Shepherd University Board of Governors adopts the Vision Statement as presented in the Agenda Book.