Explorations & Transformations
PARK UNIVERSITY
2012

ACCESS TO EXCELLENCE

Approved by the Park University Board of Trustees on October 10, 2003

Vision Statement

Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

Mission Statement

The mission of Park University, an entrepreneurial institution of learning, is to provide access to academic excellence which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.

Core Values

- Commitment to commonalities & differences
- Commitment to Community among all peoples of the world
- Commitment to lifelong learning

Motto

"Fides et Labor"

Goals & Objectives: Accomplishing the Vision and Mission of Park University.

VISION 1
Enhance the Image and Identity of Park University

- 1.1 The University image will be consistent to meet all print, broadcast, web and media formats
- 1.2 The University will establish ongoing communi-cation with strategic constituents
- 1.3 Alumni programs will be instituted based upon a marketing plan
- 1.4 Private funding from individuals, corporations, & foundations will be secured in accordance with University priorities

VISION 2
Ensure Academic Excellence

- 2.1 Educational programs will meet benchmarked standards for academic excellence
- 2.2 The University will provide faculty and faculty support that meet bench-marked standards for academic excellence
- 2.3 The students will consistently meet program standards for academic excellence
- 2.4 The Institute for Global Culture, Economics & Understanding will establish new standards through the integration of educational programs
- 2.5 Academic programs will incorporate a global perspective
- 2.6 Academic program offerings will support societal/global needs, student interest, and the University's mission
- 2.7 The University community will advance scholarly and creative achievement

VISION 3
Ensure Excellence in Student Services

- 3.1 Student Services will meet benchmarked standards for excellence
- 3.2 Student recruitment and retention will be strategic and market driven
- 3.3 The Institutional Master Plan will advance the academic, student support and administrative functions of the University

VISION 4
Ensure that Park will Function as One University

- 4.1 *Explorations and Transformations 2012* will serve as a guide for University decisions
- 4.2 The University will meet the assessment standards set by the North Central Assoc. of Colleges & Schools
- 4.3 Campus centers will assess attainment of academic excellence
- 4.4 Campus Center designation becomes effective June 2003
- 4.5 The Technology Plan will advance the academic and administrative functions of the University
- 4.6 University-wide communication will be advanced by comprehensive technology
- 4.7 Human Resources will meet industry standards for services to all campus centers