

PURPOSE & VALUES



THE UNIVERSITY
OF ARIZONA



PURPOSE EXPLORATION

Phase I.

LEADERSHIP VISIONING & STRATEGIC CONTEXT

In-depth interviews with twenty UA leaders; along with thorough review of strategic plan to serve as context for Purpose & Values.

Phase II.

PERSPECTIVE GATHERING IDEATION LABS

On-campus ideation labs with Administration, Faculty and Students; Asynchronous labs with Alumni, Donors and other UA beneficiaries.

Phase III.

STAKEHOLDER REALITY CHECK

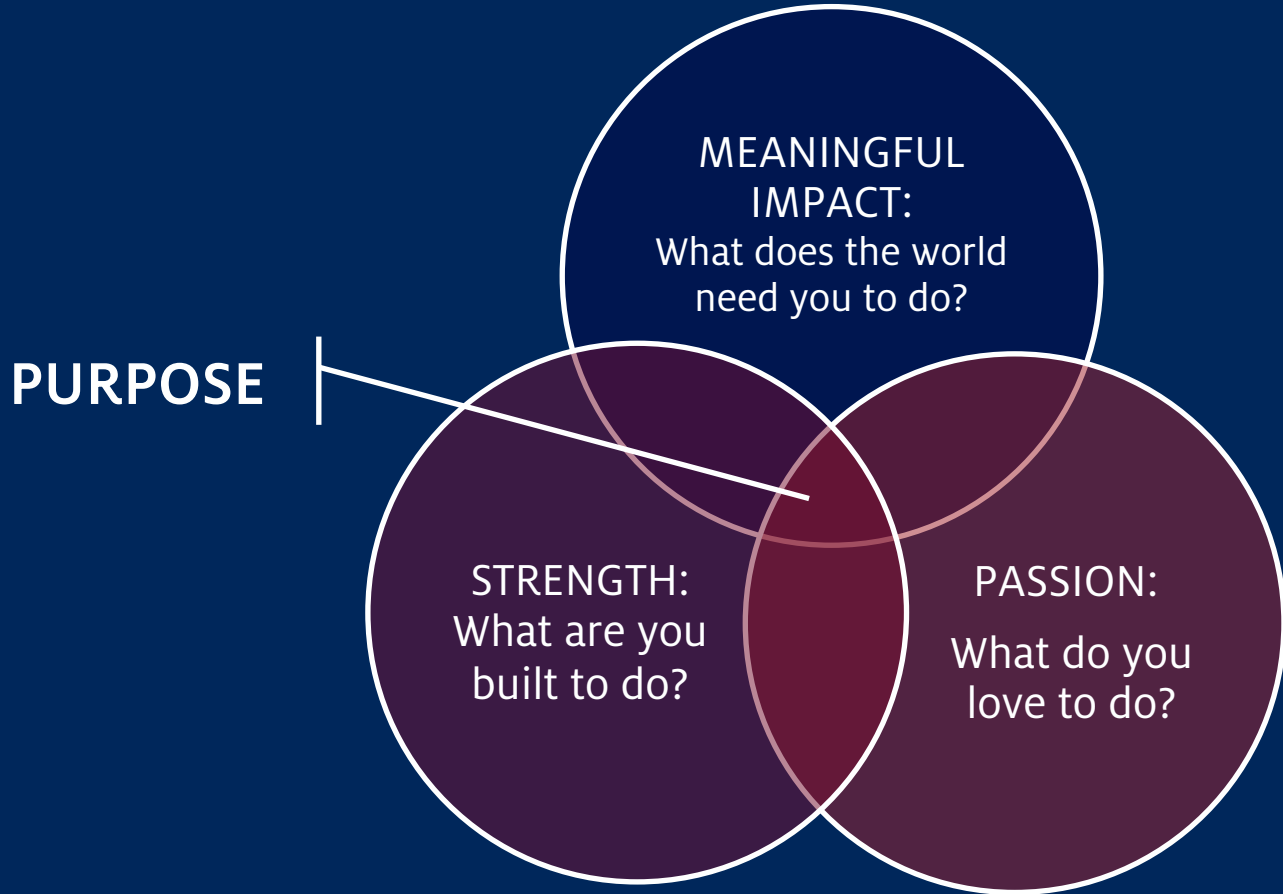
On-campus focus groups with current UA students;
Asynchronous lab with incoming Freshman class of 2019;
Review of societal needs in regard to higher education.

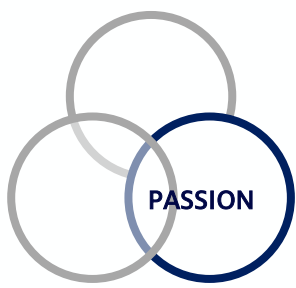
DISCOVERING CORE PURPOSE

Stars appear to rotate around Polaris, the North Star, in this time exposure of the Kitt Peak National Observatory near Tucson, AZ. Similarly, Purpose serves as the North Star to orient all activities of an organization.



THE BUILDING BLOCKS OF PURPOSE





WHAT ARE WE PASSIONATE ABOUT?

WORKING TOGETHER to transform students' lives,
solve big problems and engage deeply in the world around us.

Working Together



A love of the highly diverse & collegial culture that's willing to work together.

Student-centric



A passion for transforming the lives of students.

Solution-oriented

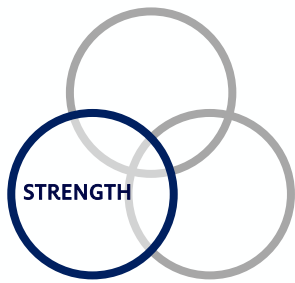


Pride in tackling and solving important problems that affect the quality of life in our communities and on our planet.

Service-minded



A place that people love – a place that inspires you to truly savor the world and to do your part to be of service to the world.



WHAT DO WE HAVE THE POTENTIAL TO BE GREAT AT?

UA empowers people to EXPAND THEIR POTENTIAL for success in life and EXPLORE NEW FRONTIERS through A HOLISTIC APPROACH TO EDUCATION

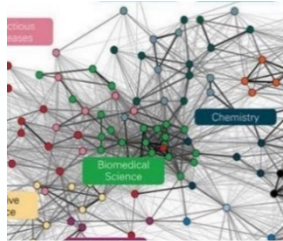
Science & Liberal Arts



Foundation for well-rounded thinkers.

In-demand disciplines + critical skill valued by employers.

Interdisciplinary



Necessary for solving increasingly complex problems.

Develops agile thinkers needed in a VUCA world.

Partnerships



Enables the possibility of extraordinary impact.

Creates real-world solutions society needs.

4IR Technologies



Empowers human ingenuity and our ability to solve problems.

Addresses enormous skills gap in the labor market.

100% Engagement



A living laboratory for putting education into action.

Increasing the perceived relevancy of education.



WHERE CAN WE MAKE THE MOST MEANINGFUL IMPACT?

ENHANCING and ENRICHING life for all by transforming the lives of students and leveraging unique assets to solve problems affecting our local and global communities.

Empowering Students



Land Grant responsibility to transform lives and prepare students to succeed in the new (4IR) era.

Climate Change



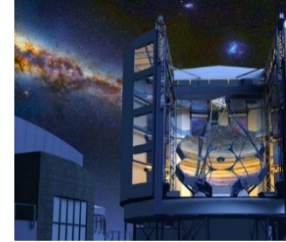
UA is a living laboratory for studying climate change and its impact on energy, water and food security.

Healthcare



UA & Banner Health can pioneer the next generation of healthcare access and delivery.

Space Exploration



UA is at the frontier of space exploration for the benefit of mankind: earth security, mining operations, satellite-based blockchain

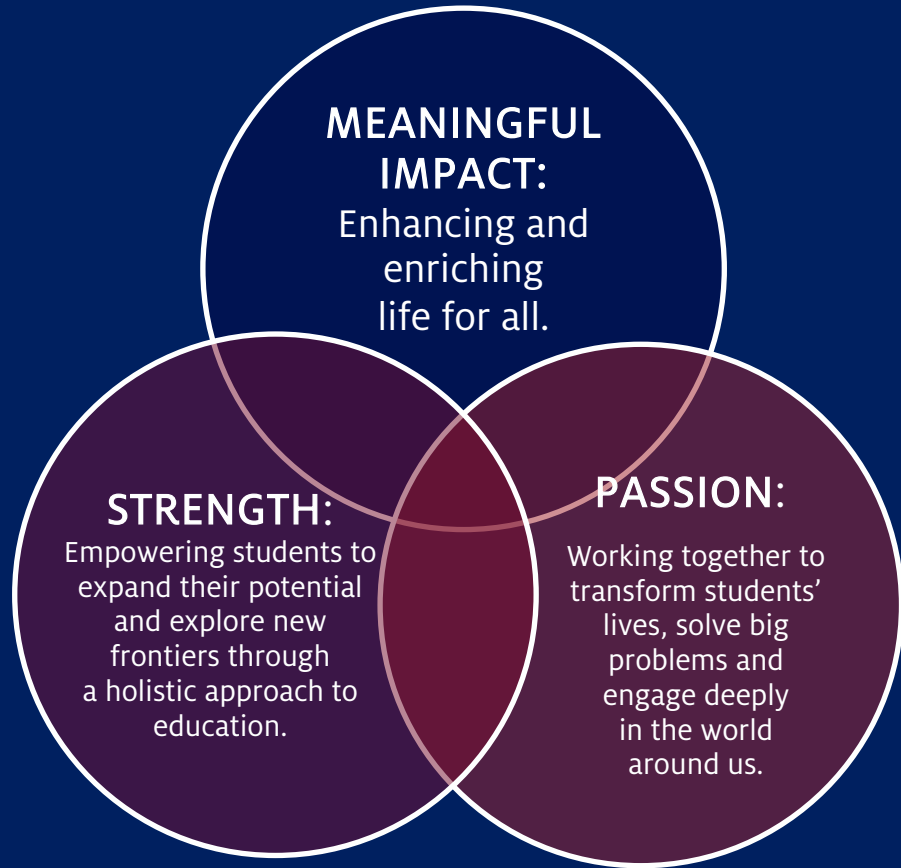
Equality & Justice



UA is at the epicenter of rising income inequality, immigration & border issues, criminal justice issues.



THE UNIVERSITY
OF ARIZONA



WORKING TOGETHER

The days of artificial boundaries and silos are over. At UA, we work together because we know we're better together.

EXPAND HUMAN POTENTIAL

We're committed to all students seeking to expand potential in all communities; Human potential expanded by STEM & humanities training, interdisciplinary thinking, 4IR technology, and real-world engagements.



Working together to expand human potential, explore new horizons and enrich life for all.

EXPLORE NEW HORIZONS

A celebration of being a Tier One research institution tackling challenges at the edges of human endeavor

+ An invitation for students to explore new horizons/ dimensions of their world: interests, passions, clubs, etc.

ENRICH LIFE FOR ALL

- Enrich YOUR life
- Enrich the life of your community
- Enrich life in Arizona
- Enrich life on our planet / environment

DISCOVERING CORE VALUES



VALUES EXPLORATION

I. AUDIT OF EXISTING VALUES FOUND ON THE UA CAMPUS

Looked for common ground across existing department or college-specific Values.

II. 'WHEN WE'RE AT OUR BEST' VALUES

Exploration of the authentic values one would find when Wildcats are at their best. Values that were routinely cited as making the UA culture special/remarkable.

III. VALUES BENEFICIAL TO FULFILLING STRATEGY

Exploration of the Values that would naturally support or align with the strategic plan. (e.g. What Value might a student possess to 'ensure success in a rapidly changing world'?)

INTEGRITY

Be honest, respectful and just.

WHY IT MATTERS:

- Top rated Value overall
- Essential for a research institution
- Trust and decency need restoring in society
- Already embedded in multiple colleges
- Foundational to all strategic pillars

WHAT IT MEANS:

- Earn trust by acting with integrity.
- Honor your commitments.
- Take responsibility for your actions.
- Choose courage over comfort.
- Do the right thing.
- Honor and live our UA Values.

EXPLORATION

Be insatiably curious.

WHY IT MATTERS:

- Spirit of a Tier One research institution
- Exploration is the path to innovation
- Uniquely captures sense of wonder, awe & possibility evoked by life in a desert frontier
- A nod to UA's strength in Space Exploration, but still relevant to every discipline
- Akin to highly rated values: innovation, ingenuity, curiosity, discovery, adventure

WHAT IT MEANS:

- Ask, what if?
- Question the status quo.
- Find a better way -- innovate!
- Get out of your comfort zone.
- Walk a mile in someone else's shoes.
- Lead the way forward.
- See what's out there.

INCLUSION

Harness the power of diversity.

WHY IT MATTERS:

- Current UA Core Value: Diverse & Inclusive community
- It's the responsibility of a Land Grant to serve and prepare all for success
- Supports interdisciplinary work
- Already embedded in multiple colleges
- Akin to highly rated values: collaboration, diversity, empathy, community

WHAT IT MEANS:

- We're better when we all rise together (equitable and just society)
- We're better when we create the conditions for everyone to feel we're in this together (everyone belongs and feels valued)
- We're better when we work together (inter-disciplinary and collaborative efforts; thinking whole system vs. silos)

ADAPTATION

Stay open-minded and eager for what's next.

WHY IT MATTERS:

- Lifelong learning is becoming the new norm
- Essential for success in a VUCA world
- Required for evolving into jobs that don't exist yet
- Highly valued by future employers (flexibility, agility, open-minded, resilient)

WHAT IT MEANS:

- Keep an open mind.
- Don't resist change, embrace it.
- Be flexible, agile and eager for what's next.
- Hold loosely to what you think you know.
- Stay open to alternative possibilities.
- If what you're doing isn't working, try something else.

DETERMINATION

Bear Down.

WHY IT MATTERS:

- UA's most enduring slogan & battle cry
- Essential for graduating in 4-years
- Required to achieve excellence / greatness
- Requires the cultivation of discipline, resourcefulness, grit, tenacity
- Highly valued by future employers (work ethic, commitment, initiative)

WHAT IT MEANS:

- Challenges are inevitable – figure it out!
- Commit to your ambitions.
- Be courageous.
- Be accountable.
- Be tenacious and resourceful.
- Work hard.
- Make it happen.

COMPASSION

Choose to care.

WHY IT MATTERS:

- Implicit spirit of a Land Grant
- Reflects UA's warm, caring, communal culture
- A tempering humanistic value
- A value the world needs more of right now
- Akin to highly rated values: caring, understanding, respectful

WHAT IT MEANS:

- Pay attention to the needs of others
- Practice kindness
- Remember what's essential
- We are here to serve
- Remember, everyone is fighting some kind of battle



CORE VALUES

INTEGRITY

Be honest, respectful and just.

EXPLORATION

Be insatiably curious.

INCLUSION

Harness the power of diversity

ADAPTATION

Stay open-minded and eager for what's next.

DETERMINATION

Bear Down.

COMPASSION

Choose to care.

PUTTING IT ALL TOGETHER



PURPOSE / MISSION / VISION / VALUES

WHAT'S THE DIFFERENCE?

Purpose (WHY)	<p>WHY you exist.</p> <p>A definitive statement about the difference you are ultimately trying to make in the world; Purpose serves as the North Star to orient all activities of an organization.</p>
Mission (HOW)	<p>HOW you will fulfill the Purpose.</p> <p>It's the mission that must be undertaken in order to fulfill the purpose; seeks to encapsulate the core strategy of an organization.</p>
Vision (WHAT)	<p>WHAT success looks like.</p> <p>A vivid, imaginative conception or view of the world that arises from the fulfillment of your purpose.</p>
Values (WHO)	<p>WHO you are.</p> <p>A small set of timeless principles that shape your behaviors and actions and animates the culture of an organization. Values should reflect WHO you are—and what you stand for—when you're at your best.</p>

<p>Purpose (WHY do we exist)</p>	<p>Working together to expand human potential, explore new horizons and enrich life for all.</p>
<p>Mission (HOW will we fulfill our Purpose)</p>	<p>We will continuously improve how we educate and innovate so we can lead the way in developing disruptive problem-solvers capable of tackling our greatest challenges.</p>
<p>Vision (WHAT does success look like)</p>	<p>Our vision is to create a world where human potential is realized and we're all working together to create solutions to big problems so that life in our communities, in Arizona and on our planet can thrive.</p>
<p>Values (WHO we are / what we stand for)</p>	<ul style="list-style-type: none">• INTEGRITY. Be honest, respectful and just.• EXPLORATION. Be insatiably curious.• INCLUSION. We're better together.• ADAPTATION. Stay open-minded and eager for what's next.• DETERMINATION. Bear Down.• COMPASSION. Choose to care.