Summary of Feedback So Far Received on Draft Mission Statement as at 01/11/2011

Action required: SPC members are asked to:

- **Note** the feedback so far provided
- **Decide** whether or not to make any amendments to the draft mission statement prior to it being issued for formal consultation

1. **Background**

The following draft mission statement was circulated to UH Hilo faculty and staff (via ‘Announce’ and ‘Ohana email distribution lists) on January 6th 2011:

> 'A'ohe pau ka 'ike i ka hālau ho'okahi

> *One learns from many sources*

UH Hilo is committed to interactive learning, discovery, and creativity to benefit our increasingly intercultural communities.

The draft statement was sent to all faculty and staff on January 6th and presented at the faculty retreat on January 7th. What follows is a summary of feedback that has already been received on the draft mission statement. Some comments question the framing of the statement and so SPC members are asked to consider whether, based on the feedback, and amendment to the statement should be made prior to it being issued for formal consultation.

2. **Summary of Feedback on Draft Mission Statement as of 01/11/2011**

Some SPC members have reported general feedback that they’ve heard from UH Hilo faculty and/or staff. The feedback so far has included:

- The statement doesn’t state a purpose for UH Hilo. The word ‘committed’ makes it sound too much like a statement of values. It needs to be clarified to explicitly state the university’s purpose (why we’re here).
• The statement is too vague – there are terms that have many meanings and that means interpretations will vary (e.g. ‘interactive’, ‘our’ and ‘intercultural’)

• It lacks the word ‘excellence’ or reference to ‘academic excellence’

• It doesn’t give any guidance on how to allocate resources. That is, it’s not specific enough to say where our focus is.

• It doesn’t tell us who we serve

• It should reference our unique environment

• It needs to be our ‘elevator speech’ – is we saw the Governor of Hawai‘i in an elevator and he asked us, what’s the purpose of UH Hilo, would this statement be good enough to answer that question?

• Do we mean ‘inter-cultural’ or ‘multicultural’? Are we limiting ourselves by just referring to ‘intercultural communities’?