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January 15, 2014

The Honorable Terry R. McAuliffe
Governor of Virginia
1111 East Broad Street
Richmond, VA 23219

Dear Governor McAuliffe:

Code of Virginia § 23-9.6:1-2 requires the State Council of Higher Education for Virginia (SCHEV) to approve mission statement changes at public institutions of higher education and to report such approvals to the Governor and General Assembly. I am writing, therefore, to report that SCHEV has recently approved mission statement changes for the following institutions: George Mason University, Norfolk State University, Richard Bland College, the University of Mary Washington, the University of Virginia, and Virginia State University. As specified in code, the new approved mission statements will become official 30 days following the conclusion of the 2014 General Assembly.

A table is enclosed showing the new and old mission statements for each institution.

Thank you, and please let me know if you have any questions.

Sincerely,

Peter A. Blake

Enclosure

c: The Honorable Anne Holton, Secretary of Education
Dr. Ángel Cabrera, President, George Mason University
Dr. Richard V. Hurley, President, University of Mary Washington
Dr. Keith T. Miller, President, Virginia State University
Mr. Eddie N. Moore, Jr., Interim President, Norfolk State University
Dr. Debbie L. Sydow, President, Richard Bland College
Dr. Teresa A. Sullivan, President, University of Virginia

State Council of Higher Education for Virginia
 Mission Statement Changes (December 2013 and January 2014)

Institution	New mission statement	Previous mission statement
George Mason University	<p>A public, comprehensive, research university established by the Commonwealth of Virginia in the National Capital Region, we are an innovative and inclusive academic community committed to creating a more just, free, and prosperous world.</p> <p>[[Accompanying Vision Statement:</p> <p>OUR VALUES</p> <p>Our students come first Our top priority is to provide students with a transformational learning experience that helps them grow as individuals, scholars and professionals</p> <p>Diversity is our strength We include and embrace a multitude of people and ideas in everything we do and respect differences</p> <p>Innovation is our tradition We strive to find new and better ways to deliver on our mission while honoring time-tested academic values</p> <p>We honor freedom of thought and expression We protect the freedom of all members of our community to seek truth and express their views</p> <p>We are careful stewards We manage the economic and natural resources entrusted to us responsibly and sustainably</p> <p>We act with integrity We hold ourselves to the highest ethical standards as educators, scholars, students and professionals</p> <p>We thrive together We nurture a positive and collaborative community that contributes to the well-being and success of every member</p> <p>THE MASON GRADUATE IS...</p> <p>...an engaged citizen:</p> <ul style="list-style-type: none"> • ethically oriented and committed to democratic ideals • respectful of individual differences, rights and liberties • knowledgeable of important issues affecting the world 	<p>George Mason University is innovative and entrepreneurial in spirit and utilizes its multi-campus organization and location near our nation’s capital to attract outstanding faculty, staff and students. George Mason will:</p> <ul style="list-style-type: none"> • Educate the new generation of leaders for the 21st century—men and women capable of shaping a global community with vision, justice, and clarity. • Encourage freedom of thought, speech, and inquiry in a tolerant, respectful academic setting that values diversity. • Provide innovative and interdisciplinary undergraduate, graduate, and professional courses of study that enable students to exercise analytical and imaginative thinking and make well-founded ethical decisions. • Nurture and support a highly qualified and entrepreneurial faculty that is excellent at teaching, active in pure and applied research, capable of providing a broad range of intellectual and cultural insights, and is responsive to the needs of students and their communities. <p>Maintain an international reputation for superior education and public service that affirms its role as the intellectual and cultural nexus among Northern Virginia, the nation, and the world.</p>

Institution	New mission statement	Previous mission statement
	<ul style="list-style-type: none"> • focused on the well-being of others, today and tomorrow • committed to building a just society <p>...a well-rounded scholar:</p> <ul style="list-style-type: none"> • thinks critically and creatively and demonstrates professional competence • possesses an inquisitive nature • appreciates science, humanities and the arts • skilled as a communicator • committed to lifelong learning <p>...prepared to act:</p> <ul style="list-style-type: none"> • innovative, resourceful and entrepreneurial; ready to do or create a job • interested and practiced in working with individuals from other cultures, backgrounds and perspectives • equipped to make positive and meaningful changes in society <p>OUR COMMITMENTS The areas that will drive our attention, our innovation and our investments over the next decade</p> <p>Innovative learning</p> <ul style="list-style-type: none"> • We will apply new and emerging learning technologies, environments and methods to improve learning effectiveness and student completion, and to better serve the evolving needs of students, working professionals, and public, private and nonprofit organizations <p>Research of consequence</p> <ul style="list-style-type: none"> • We will expand research as a central element of our mission; we will translate our discoveries into interventions and applications with social, cultural and economic impact <p>Economic and cultural engine</p> <ul style="list-style-type: none"> • We will act as a catalyst for the economic and cultural vibrancy of our region, as a growing source of talent in high demand disciplines, as an incubator of business and social enterprises, as a hub of life-long learning, arts and athletics, and as a research and learning partner for public, private and nonprofit organizations <p>Engagement with the world</p>	

Institution	New mission statement	Previous mission statement
	<ul style="list-style-type: none"> • We will prepare our students to thrive in a global context by infusing global awareness, citizenship values and learning opportunities across all fields; and we will partner with other organizations in solving global problems where our impact will be highest <p>Sound investment</p> <ul style="list-style-type: none"> • We will be a valuable investment for our students, taxpayers and donors by focusing on outcomes, operational efficiency and affordability. Specifically, we will: <ul style="list-style-type: none"> ◦ Expand the number of graduates, the career prospects for our graduates, the impact of our research, and the value we provide to our community ◦ Be sensitive to trends in household income in making decisions about tuition and financial aid <p>Enriching work environment</p> <ul style="list-style-type: none"> • We will invest in recruiting, retaining and developing talented and diverse faculty and academic and professional staff. We will prioritize the well-being of our community and will create a vibrant campus life in which all members can grow and thrive <p>Foundation for the future</p> <ul style="list-style-type: none"> • We will aggressively seek additional sources of funding through higher levels of philanthropy; expanded online, certificate and executive programs; research grants; and the commercialization of intellectual property • We will also increase our engagement with our alumni, strengthen the Mason brand nationally and internationally, and effectively communicate Mason’s value to stakeholders throughout Virginia and the National Capital Region]] 	

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Norfolk State University	Through exemplary teaching, scholarship, and outreach, Norfolk State University transforms lives and communities by empowering individuals to maximize their potential, creating life-long learners equipped to be engaged leaders and productive global citizens.	Norfolk State University's mission is to provide an affordable, high-quality education for an ethnically and culturally diverse student population, equipping students with the capability to become productive citizens, who continuously contribute to a global and rapidly changing society.
Richard Bland College	To prepare students for university transfer through academically rigorous programs grounded in the liberal arts tradition of William & Mary and to expand access to college credentials through strategic partnerships, specialized programming, and scalable innovation.	Richard Bland College of The College of William and Mary in Virginia was founded in 1960. It is the Junior College of the Commonwealth of Virginia. The College offers a traditional curriculum in the liberal arts and sciences leading to the associate degree and other programs appropriate to a junior college. The curriculum is intended to allow students to acquire junior status after transferring to a four-year college, or to pursue expanded career opportunities. The College also recognizes its responsibility to serve the public by providing educational and cultural opportunities for the community at large.
University of Mary Washington	<p>The University of Mary Washington is one of Virginia's outstanding public liberal arts universities, providing a superior education that inspires and enables our students to make positive changes in the world.</p> <p>The University is a place where faculty, students, and staff share in the creation and exploration of knowledge through freedom of inquiry, personal responsibility, and service. UMW regards the provision of high-quality instruction as its most important function. The University offers a wide range of undergraduate and graduate programs focusing on both disciplinary and interdisciplinary studies. These academic programs</p>	The University of Mary Washington is committed to being a premier public institution of higher education, cultivating an environment of academic excellence, fostering lifelong learning, pursuing knowledge, and providing service to its constituent communities. The University provides the framework within which multiple colleges, schools, and affiliated organizations can accomplish their distinctive purposes. The University will be responsive to the changing needs of the student populations and the communities in which it thrives. All members of the University community—students, faculty, and staff—are expected to participate in service to the institution and encouraged to engage in service to the

Institution	New mission statement	Previous mission statement
	<p>afford students opportunities to integrate and apply their knowledge within broad educational experiences, to develop their professional interests, and to practice the habits of mind necessary for life-long learning. Through a professionally engaged faculty, the University supports ongoing research appropriate to the development of student abilities and faculty interests. It especially encourages the participation of undergraduates in research.</p> <p>UMW's size, dedicated faculty, and historical commitment to fine teaching create an institutional culture where both undergraduate and graduate students benefit from strong connections with their faculty and multiple opportunities for active learning.</p> <p>Located in Fredericksburg, between our nation's capital and the capital of the Commonwealth of Virginia, the University of Mary Washington is a nexus for engagement among diverse communities and is dedicated to supporting professional advancement and economic development and to improving the regional quality of life.</p> <p>We fulfill our mission by fostering students' intellectual and creative independence, facilitating their immersion in local, regional, national, and international communities, and by inculcating the values of honor and integrity. UMW graduates are models of adaptive learning, personal achievement, responsible leadership, service to others, and engaged citizenship in a global and diverse society.</p>	<p>larger community and to society.</p> <p>The University's undergraduate, residential college of arts and sciences, Mary Washington College on the Fredericksburg campus, emphasizes excellence in liberal learning through freedom of inquiry, personal responsibility, and intellectual integrity. Instructional and experiential programs provide students a strong general education, an understanding of their responsibilities as citizens in the broader, diverse community, and the skills necessary for creative and productive lives. To achieve these goals the College requires its undergraduates to pursue broad studies in the arts, the humanities, and the sciences as a necessary supplement to a concentration in a particular field. The College regards the provision of high-quality instruction as its most important function. Through an active and professionally engaged faculty, the college supports ongoing research appropriate to the development of student abilities and faculty interests. It especially encourages the participation of undergraduates in research.</p> <p>The University's College of Graduate and Professional Studies on the Stafford campus supports lifelong learning, professional advancement, and regional economic development by providing accessible, quality education tailored to the needs of adult learners, professionals, and members of the business community. The College values integrity, open-mindedness, and fairness and has excellence in teaching as its highest priority. The faculty actively participate in the applied, intellectual, and scholarly developments of their academic disciplines and emphasize the integration of theory and practice in the classroom.</p>

Institution	New mission statement	Previous mission statement
University of Virginia	<p>The University of Virginia is a public institution of higher learning guided by a founding vision of discovery, innovation, and development of the full potential of talented students from all walks of life. It serves the Commonwealth of Virginia, the nation, and the world by developing responsible citizen leaders and professionals; advancing, preserving, and disseminating knowledge; and providing world-class patient care.</p> <p>We are defined by:</p> <ul style="list-style-type: none"> • our enduring commitment to a vibrant and unique residential learning environment marked by the free and collegial exchange of ideas; • our unwavering support of a collaborative, diverse community bound together by distinctive foundational values of honor, integrity, trust, and respect; • our universal dedication to excellence and affordable access. 	<p><u>Purpose</u> The central purpose of the University of Virginia is to enrich the mind by stimulating and sustaining a spirit of free inquiry directed to understanding the nature of the universe and the role of mankind in it. Activities designed to quicken, discipline, and enlarge the intellectual and creative capacities, as well as the aesthetic and ethical awareness, of the members of the University and to record, preserve, and disseminate the results of intellectual discovery and creative endeavor serve this purpose. In fulfilling it, the University places the highest priority on achieving eminence as a center of higher learning.</p> <p><u>Goals</u> The University of Virginia seeks to achieve its central purpose through the pursuit of the following specific goals:</p> <ol style="list-style-type: none"> 1. To offer instruction of the highest quality to undergraduates from all walks of life, not only by transmitting established knowledge and skills, but by fostering in students the habits of mind and character required to develop a generous receptivity to new ideas, from whatever source; a disposition for applying the most rigorous criticism to all ideas and institutions, whether old or new; an ability to test hypotheses and re-interpret human experience; and a desire to engage in a lifetime of learning. 2. To sustain liberal education as the central intellectual concern of the University, not only in the curricula of the College of Arts and Sciences, but also as a foundation for the professional undergraduate programs.

Institution	New mission statement	Previous mission statement
		<ol style="list-style-type: none"> 3. To educate men and women for the professions in certain undergraduate and in graduate programs leading to degrees in the School of Architecture, Business Administration, Commerce, Education, Engineering and Applied Science, Law, Medicine, and Nursing. 4. To lead in the advancement and application of knowledge through graduate study and research and to disseminate the results among scholars and the general public. 5. To attract and retain eminent faculty in order to provide the highest quality of instruction and leadership in research. 6. To seek the ablest and most promising students, within the Commonwealth and without; and, in keeping with the intentions of Thomas Jefferson, to attend to their total development and well-being; and to provide appropriate intellectual, athletic, and social programs. 7. To strive for diversity in the student body and in the faculty and to promote international exchange of scholars and students. 8. To provide for students and faculty an atmosphere conducive to fellowship and understanding and to their constructive participation in the affairs of the University and the community at large. 9. To expand educational opportunities for persons with special challenges such as minority status, physical disability, ethnic heritage, or insufficient financial resources. 10. To engage in research in the medical sciences and to provide innovative leadership in health care and medical services in the local community, the Commonwealth, and the nation. 11. To offer to the local community, the Commonwealth

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		<p>of Virginia, and the nation the various kinds of public service and intellectual and cultural activities which are consonant with the purposes of the University.</p> <p>12. To provide continuing education programs of the highest quality to the Commonwealth and the nation.</p> <p>13. To cooperate with and assist other colleges, educational institutions, and agencies, especially in the Commonwealth of Virginia, by making available to them the facilities of the University and the experience and counsel of its members so as to contribute to education in the Commonwealth and beyond.</p> <p>14. To establish new programs, schools, and degrees, and to undertake such research as the needs of the Commonwealth of Virginia and the nation may require.</p>
Virginia State University	<p>Virginia State University, a public, comprehensive 1890 Land Grant institution and historically black college/university, is committed to the preparation of a diverse population of men and women through the advancement of academic programs and services that integrate instruction, research, extension, and outreach. The University endeavors to meet the educational needs of students, graduating lifelong learners who are well equipped to serve their communities as informed citizens, globally competitive leaders, and highly effective, ethical professionals.</p>	<p>Virginia State University, America's first fully state supported four-year institution of higher learning for Blacks, is a comprehensive university and one of two land-grant institutions in the Commonwealth of Virginia. Its mission is to promote and sustain academic programs that integrate instruction, research, and extension/public service in a design most responsive to the needs and endeavors of individuals and group within its scope of influence. Ultimately, the University is dedicated to the promotion of knowledgeable, perceptive, and humane citizens - secure in their self-awareness, equipped for personal fulfillment, sensitive to the needs and aspirations of others, and committed to assuming productive roles in a challenging and ever-changing global society.</p>