FGCU is in the process of updating its strategic plan, which guides fulfillment of the university’s mission and progress towards the attainment of its vision.

The initial phase of this process is review of the existing Mission and Vision Statements in terms of clarity, adequacy, and consistency with current practices at FGCU.

The following questionnaire seeks input from all university constituencies both internal and external. We appreciate your input.

You will first be given the text of the current Vision and Mission Statements followed by a series of questions. You will be asked your level of agreement with each statement. If your level of agreement is relatively low an additional screen will appear for you to provide your suggestions for improvement.

Vision Statement:

*Florida Gulf Coast University will achieve national prominence in undergraduate education with expanding recognition for graduate programs.*

Approved by the FGCU Board of Trustees January 19, 2010.
Mission Statement:

Established on the verge of the 21st century, Florida Gulf Coast University infuses the strengths of the traditional public university with innovation and learning-centered spirit, its chief aim being to fulfill the academic, cultural, social, and career expectations of its constituents.

Outstanding faculty uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring. Working together, faculty and staff of the University transform students’ lives and the southwest Florida region.

Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university’s purpose.

Approved by the FGCU Board of Trustees January 19, 2010.
Mission Statement Review Questionnaire

[Survey Page 3 – the first set of items are all fixed response.]

Questionnaire:
Instructions: You are being asked to respond on a scale of 1 – 6 where 6 indicates the highest level of agreement.
If your answer is closer to "Not at all," you will be provided with additional space to make your suggestions for improvement.

The mission statement expresses FGCU’s ‘chief aim’...
‘...to fulfill the (academic, cultural, social, and career) expectations of [their] constituents’.

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<tr>
<td>This is an appropriate aim.</td>
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<td>This aim is clearly expressed.</td>
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<td>This aim is well aligned with my perception of FGCU’s purpose</td>
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The mission statement says FGCU will achieve this...
‘...by infusing the traditional strengths of a public university with innovation and a learning-centered spirit.’

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<td>This is an appropriate strategy.</td>
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<td>This strategy is expressed clearly.</td>
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<td>This strategy is consistent with FGCU’s current practices.</td>
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Mission Statement Review Questionnaire

It describes the efforts of the faculty and staff to...
‘...transform students’ lives and the southwest Florida region.’

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<td>These approaches are suitable.</td>
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<td>These approaches are stated clearly.</td>
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<tr>
<td>These approaches are consistent with FGCU's current practices.</td>
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It seeks to achieve this through the actions of ‘Outstanding faculty who uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring.’

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Mission Statement Review Questionnaire

It goes on to detail specific methods for fulfillment of the university mission. ‘Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university’s purpose.’

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<tbody>
<tr>
<td>These approaches are adequate.</td>
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<tr>
<td>These approaches are stated clearly.</td>
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<tr>
<td>These approaches are consistent with FGCU’s current practices.</td>
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Florida Gulf Coast University’s vision statement says that it... ‘will achieve national prominence in undergraduate education with expanding recognition for selected graduate programs.’

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<tbody>
<tr>
<td>This is a fitting aspiration.</td>
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<tr>
<td>This aspiration is stated clearly.</td>
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<< Back | Next >>
When asked if the mission statement expresses FGCU’s ‘chief aim’... ‘...to fulfill the (academic, cultural, social, and career) expectations of [their] constituents’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the appropriateness of this aim.

Please describe below how you would revise the statement.

When asked if the mission statement expresses FGCU’s ‘chief aim’... ‘...to fulfill the (academic, cultural, social, and career) expectations of [their] constituents’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of expression.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked if the mission statement expresses FGCU’s ‘chief aim’... ‘...to fulfill the (academic, cultural, social, and career) expectations of [their] constituents’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to how well it is aligned with your perception of FGCU’s purpose.

Please describe below how you would revise the statement.

When asked if the mission statement will fulfill its chief aim ... ‘...by infusing the traditional strengths of a public university with innovation and a learning-centered spirit’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the appropriateness of that strategy.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked if the mission statement will fulfill its chief aim … ‘...by infusing the traditional strengths of a public university with innovation and a learning-centered spirit’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of expression.

Please describe below how you would revise the statement.

When asked if the mission statement will fulfill its chief aim … ‘...by infusing the traditional strengths of a public university with innovation and a learning-centered spirit’, you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to FGCU’s current practices.

Please describe below how you would revise the statement.
When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region', you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the suitability of that approach.

Please describe below how you would revise the statement.

When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region', you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of that statement.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region', you responded [respondent’s choice inserted by computer]on an approval scale that rises from 1 to 6 with respect to the consistency with FGCU's current practices.

Please describe below how you would revise the statement.

[Page 7]

When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region'..’ through the actions of ‘Outstanding faculty who uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring.’ you responded [respondent’s choice inserted by computer]on an approval scale that rises from 1 to 6 with respect to the suitability of this approach.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region'..’ through the actions of ‘Outstanding faculty who uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring.’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of this approach.

Please describe below how you would revise the statement.

When asked if the efforts of the faculty and staff to 'transform students' lives and the southwest Florida region'..’ through the actions of ‘Outstanding faculty who uphold challenging academic standards and balance research, scholarly activities, and service expectations with their central responsibilities of teaching and mentoring.’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the consistency current practices at FGCU.

Please describe below how you would revise the statement.
When asked about the details of specific methods for fulfillment of the university mission, ‘Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university’s purpose.’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the adequacy of these strategies.

Please describe below how you would revise the statement.

When asked about the details of specific methods for fulfillment of the university mission, ‘Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university’s purpose.’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of those strategies.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked about the details of specific methods for fulfillment of the university mission, ‘Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university’s purpose.’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the consistency with FGCU’s current practices.

Please describe below how you would revise the statement.

[Page 9]

When asked about Florida Gulf Coast University’s vision statement saying that it... ‘will achieve national prominence in undergraduate education with expanding recognition for selected graduate programs,’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to how fitting this aspiration is.

Please describe below how you would revise the statement.
Mission Statement Review Questionnaire

When asked about Florida Gulf Coast University’s vision statement saying that it... ‘will achieve national prominence in undergraduate education with expanding recognition for selected graduate programs,’ you responded [respondent’s choice inserted by computer] on an approval scale that rises from 1 to 6 with respect to the clarity of this statement.

Please describe below how you would revise the statement.

[Final survey page - Completion Page]

Thank you for completing our questionnaire.