April 14, 2015

(Via Email)

FGCU Board of Trustees
Ad Hoc Committee on FGCU Strategic Plan 2015-2020
c/o Susan Evans, V.P. and Chief of Staff
Florida Gulf Coast University
10501 FGCU Boulevard South
Fort Myers, FL 33965-6565

Re: Mission and Vision Statement

Dear Trustees:

For your convenience, I enclose a duplicate copy of the current and proposed vision and mission statements for FGCU. In addition, I enclose two very different draft vision and mission statements for discussion purposes on Wednesday. Please note that these are just that, i.e., drafts for discussion.

If you would like to submit drafts for discussion, please do so by reply email to Susan or feel free to bring drafts, along with your thoughts and recommendations, to the meeting Wednesday morning.

I look forward to seeing you there.

Very truly yours,

Thomas R. Grady

TRG/drr

Enclosures
Vision Statement

Ensuring that every graduate obtains the best job possible.

Mission Statement

Providing graduates with the best possible career opportunities by (a) focusing on a limited number of quality degree programs aligned with the jobs of today and tomorrow, (b) pioneering digital technology and data analytics, and (c) growing FGCU’s entrepreneurial ratio (the percentage of alumni and students self-identified as founders and business owners) while (d) earning a Top-50 university ranking by 2020.

Go, Eagles!!
Vision Statement

FGCU will ensure student success by setting entrepreneurial, digital and affordability benchmarks for the Florida State University System.

Mission Statement

To achieve its vision (and simultaneously earn a substantial return on investment for students and stakeholders), FGCU will:

- concentrate on quality, not quantity, of degree programs with a maximum of xx

- align its degree programs with the regional jobs of today and the future, including STEM, healthcare and hospitality management

- offer all eligible students real-time business startup experience through intern programs and hands-on management of a university investment fund (partnering with established venture capital and private equity firms)

- pioneer digital technology and data analytics, effectively and efficiently mixing online and face-to-face instruction while boosting its four year graduation rate

- grow its entrepreneurial ratio (the percentage of alumni and students self-identified as founders and business owners) by exploiting its unique demographic advantages and Entrepreneur Hub

Finally, FGCU will measure its success from the bottom-up (each student’s success) and top-down: a Top-50 university ranking by 2020.

Go, Eagles!!
Vision (former)

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

Vision (current)

Florida Gulf Coast University will achieve national prominence in undergraduate education with expanding recognition for graduate programs.
Mission (former)

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. Through these efforts, the faculty and 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.

Mission (current)

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.