

1.B - Core Component 1.B

The mission is articulated publicly.

1. The institution clearly articulates its mission through one or more public documents, such as statements of purpose, vision, values, goals, plans, or institutional priorities.
2. The mission document or documents are current and explain the extent of the institution's emphasis on the various aspects of its mission, such as instruction, scholarship, research, application of research, creative works, clinical service, public service, economic development, and religious or cultural purpose.
3. The mission document or documents identify the nature, scope, and intended constituents of the higher education programs and services the institution provides.

Argument

1.B.1. ISU's mission, vision and strategic priorities are available in the [2010-2015 ISU strategic plan](#) on the University's website. ISU's mission is, "to create, share, and apply knowledge to make Iowa and the world a better place." The corresponding vision states Iowa State will "lead the world in advancing the land-grant ideals of putting science, technology, and human creativity to work." The mission and vision embrace the land-grant philosophy, and inform and guide the strategic plan.

The Strategic Plan includes four priorities:

- Be a magnet for attracting outstanding students who seek an education that prepares them to make a difference in the world
- Be a magnet for attracting outstanding faculty and staff who create, share, and apply knowledge to improve the quality of life
- Be internationally known for faculty, staff and students who address the challenges of the 21st century
- Be a treasured resource for Iowa, the nation, and the world

Over the past decade, two presidents have incorporated their respective visions and institutional priorities with the Strategic Plan. These priorities have strongly influenced institutional priorities, budgetary and programmatic decisions, and annual operational planning, regardless of changing fiscal and economic realities.

President Steven Leath reinforced this mission and vision through his [installation address](#) in 2012 - and in subsequent [annual addresses](#), budget requests, and public discourse - with the following four key priorities:

- Maintaining academic excellence by ensuring a successful and affordable experience for students, and recruiting, retaining and rewarding high-quality faculty and staff
- Enhancing the basic and applied research profile
- Supporting state and regional economic development
- Ensuring a welcoming, safe and inclusive campus environment

Colleges and other University units use the Strategic Plan as a context for developing their own plans.

Current and previous strategic plans are accessible through the University website and *The ISU Fact Book* (now in digital format). The [Board of Regents' Strategic plan \(2011-2016\)](#) and annual university [progress reports](#) on the strategic plans are available through the Board's website.

1.B.2. The [mission, vision and priorities](#) contained within the 2010-2015 strategic plan encompass the broad range of ISU's land-grant responsibilities, including undergraduate and graduate education, research and scholarship, the application of research to solving global problems, public service, and economic development. Phrases from the strategic plan that address these areas include:

- *"Attracting outstanding students, faculty, and staff who will learn, work, and conduct world-class research"*
- *"Strong focus on student success and provide exceptional undergraduate, graduate, professional and outreach programs"*
- *"Convert what they know into products, services, and information that will improve the quality of life for the citizens of Iowa, the nation, and the world"*
- *"Build partnerships to promote scientific advances, economic growth, creative thinking, and improvement of the human condition"*
- *"Provide accessible residential and distance educational programs"*

The strategic plan and broad institutional priorities, along with corresponding operational and annual planning documentation, are current and meet the Board oversight expectations. The mission, strategic priorities and goals are kept current through the annual budgeting process and review of [Key Progress Indicators](#). As noted in 1.A.1., the current plan is being extended until June 30, 2016.

1.B.3. The purpose of the institution and the constituencies it serves are codified in the legal description of the University contained in the [State of Iowa Administrative Code \(681-13-1 \(262\)\)](#). In brief, the code describes Iowa State University as "a public land-grant institution serving the people of Iowa, the nation and the world through instruction, research, extension and professional service." The strategic plan, with its articulation of the broad ISU mission, is realized through the many strategic and operational plans of divisions, colleges, departments and other units.

As a land-grant member of the Association of American Universities, ISU embraces a tripartite role of providing quality undergraduate and graduate education, discovery and translational research, and service to the state, nation and world.

Sources

- Board of Regents - Strategic Plan - 2010-2016 - Universities Updates - FY15
- Board of Regents Strategic Plan - 2010-2016
- Iowa Administrative Code 681-13-1
- Iowa State University Strategic Plan 2010-2015
- Key Progress Indicators - Academic Affairs
- President Leath - FY2015 Annual Address - 9-12-14
- President Leath - Installation Address (9-14-12)