



# DAEMEN COLLEGE

A World of Opportunity  
Office of the President

August 26, 2014

Daemen College  
Faculty and Staff

Dear Colleagues,

I am writing to ask for your input. As you know, Daemen is beginning a year-long self-study that is the first step in the process to gain reaffirmation of accreditation by the Middle States Commission on Higher Education. To prepare for this process and to best position the College for reaccreditation, we should consider making some minor changes to our strategic plan.

Typically, college accreditors randomly ask faculty, staff, and students if they can articulate what the college's mission statement is. Colleges where a sizable percentage of polled constituents can articulate the mission tend to fare better than those who cannot. With this in mind, it would be advisable to streamline Daemen's current mission statement—which is three paragraphs long—so that it more economically captures the mission and is therefore more memorable to more people. Also, strategic plans typically contain a short statement about the College's values and vision.

Consequently, the Cabinet devoted its annual retreat to composing a one sentence version of the mission statement that we believe encapsulates the larger statement, and we composed vision and values statements based on material already in the plan.

These non-substantive changes (no changes were made to the plan proper) will allow us to re-date the plan to 2014-2019, which will align us with the timeframe of the new master plan that is being completed this year. Having both five-year plans on the same time table is an advantage to a college, since both plans typically work together for the same goals.

Attached are the revised mission statement and brief vision and values statements. We ask that you provide whatever feedback you deem appropriate, and we will make every attempt to accommodate the consensus opinion.

We would like to present to the Board at its next meeting a revised text that includes your suggestions where appropriate. Please send your feedback to David Spada at [david.spada@daemen.edu](mailto:david.spada@daemen.edu) no later than September 12.

Cordially,

Gary A. Olson  
President

## **Mission**

The mission of Daemen College is to prepare students for life and leadership in an increasingly diverse and complex world by integrating the intellectual qualities acquired through the liberal arts with the preparation necessary for professional achievement.

## **Values**

The faculty, staff, and students of the Daemen College Community value

- a diversity of ideas, backgrounds, and beliefs
- a student centered atmosphere
- holistic/experiential learning
- advanced information literacy
- rigorous critical thinking and creative problem solving
- effective communication skills
- keen moral and ethical discernment
- acute affective awareness
- informed civic engagement
- an understanding of the role of context
- intellectual rigor
- local and global responsibility
- professional preparation

## **Vision**

Daemen is a college of national distinction and will continue to

- Attract first-rate faculty and staff as one of the nation's best colleges to work for
- Create a state-of-the-art living and learning environment
- Provide an excellent innovative education in a sustainable, supportive learning environment
- Become a national model for high quality, affordable undergraduate and graduate education
- Become a national leader in blended curriculum
- Become a national leader in scholarship and research
- Become one of the region's premier NCAA Division II athletics programs