

# OUR VISION

To be a national model for student learning and engagement that embraces its responsibilities as a regionally engaged university.

CORE VALUES *Institutional Integrity | Free and open interchange of ideas | Respect for our communities  
Organizational and environmental sustainability | Cultural diversity and equal opportunity*

Enrich the Total  
Student Experience

Fulfill the Educational Needs  
of the State and Region

Invest in  
Faculty and Staff

WESTERN CAROLINA UNIVERSITY

# OUR STRATEGIC DIRECTIONS

Enhance Community  
Partnerships

Invest in  
our Core Resources

Garner Support  
for our Vision

FOUNDATIONAL COMMITMENTS *Excellence in Teaching and Learning | The Pursuit of Distinctiveness in our Institution, Programs, and Services  
Collaboration with our Communities | Responsible Stewardship and Organizational Effectiveness | Transparency and Best Practice*

# OUR MISSION

To improve individual lives and enhance economic and community development in our region, state and nation through engaged learning opportunities in our academic programs, educational outreach, research and creative activities, and cultural activities