

Strategic Planning Terminology

Vision – The vision statement expresses the university’s aspirations for the future. It is updated every few years. Our current vision reads: “CMU will be a nationally prominent university known for integrity, academic excellence, research and creative activity, and public service.”

Mission – The mission statement expresses the university’s main purposes and reason for existence. Its goals are the actions through which the mission is accomplished.

Core Values – Core values are widely held principles that guide and motivate the institution and its members. The CMU community has identified core values that guide and motivate the institution. CMU’s mission statement reflects a commitment to these values. (Learning, Quality, Community, Service)

Institutional Priorities – Institutional priorities are strategic and immediate directions for the university as it pursues its mission and vision, while adhering to the core values. They are updated every five years or so.

Institutional Strategies – Institutional strategies express how the institutional priorities will be accomplished. They are updated periodically (within the five-year priorities cycle) based on progress and new opportunities.

Institutional Initiatives/Action Plans – These are the concrete and specific actions that will be taken to carry out the strategies that accomplish the priorities. They specify the timing of the actions and the person or persons responsible for the actions. They are updated annually as part of the performance management system. Reports on progress occur within the year on a yet-to-be determined schedule.

Key Performance Indicators (KPIs) – The KPI’s are indicators that are set and monitored to measure the progress toward achieving the vision of a given priority or strategy. They are the measures of success.