

Maine Business School Feedback on Strategic Vision and Value Statements

In an effort to be inclusive of all MBS faculty/staff and to collect a comprehensive amount of feedback, we administered a survey via Qualtrics. The response rate was 52.6%. The survey device and raw data are attached. The summative results are as follows:

Fostering Student Success

1. **65%** of respondents felt that the statement was Good to Excellent.
2. A sample of “open ended” responses:
 - a. “The statement does a good job of sounding inspirational, and it conveys the idea that the university wants learners to flourish and live their best lives. However, the value statement reads a bit like a vocational or community college value statement with its emphasis on nontraditional students. My fear is that this might detract in some way from the university's prestige and set it at a disadvantage when competing for top students or faculty.”
 - b. “I'd recommend you look at how Arizona State expresses the same mission of inclusion and accessibility in a frank and non-politicized way: "ASU is a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how they succeed"..."Maintain the fundamental principle of accessibility to all students qualified to study at a research university." and so on...”

Creating and Innovating for Maine and Beyond

1. **65%** of respondents felt that the statement was Good to Excellent.
2. A sample of “open ended” responses:
 - a. “like the emphasis on the creation of knowledge and a commitment to economic impact. This "dual mandate" speaks both to research faculty and to faculty who work in more applied fields. It speaks to students who want to do research and to students who want to move into careers and help grow Maine and the region. It speaks to community members who pay taxes that support the university and ties the university's actions back into its commitment to the state and its people. Overall, this statement is closer to what I would expect from a land grant university.
 - b. “I would argue that our long-term mission is to create "sustainable knowledge" that builds and meets the needs of our Maine community today - a lab for best practices - but will ultimately serve the needs of the global community. "Sustainable Knowledge" that benefits our people, planet, and economic development of Maine today which can then serve as a model beyond our state. Not only is this the type of knowledge that the world needs today and into the future, but I would argue that "Sustainable Knowledge" is a concept particularly rooted in Maine's people and culture.”

Growing and Stewarding Partnerships

1. **55%** of respondents felt that the statement was Good to Excellent. 20% felt that it was Poor or Very Poor, and 20% thought it was average. Overall, this statement was rated the lowest.
2. A sample of “open ended” responses:
 - a. “This conveys the following two messages: 1) The university doesn't have the funding necessary to do what it needs to do, and therefore it needs to partner with other organizations to meet its mission. 2) The university is hyper-focused on saying that it's putting tax dollars to good use, to the exclusion of other statements that should be in a statement from an institution of higher learning. This sounds like a big apology to tax payers with no inspirational language whatsoever, and it sounds defeatist.”
 - b. “The value on partnerships does not speak to collaboration with the other public universities in Maine. The statement is broad and does not specify who the partners may be (which is good), but by referring to "other entities" it appears not to refer to the other universities in the System.