Photo: MSU BOREALIS student team’s high-altitude balloon image from 95,000’ above central Montana
Our Vision describes the future toward which our Mission takes us.
While our Mission explains what we do, Our Vision explains why we do it.
Our Vision captures the imagination, yet with sufficient heft that it cannot easily be dismissed.
Our Deliverable

• A single self-contained paragraph that is:
  – Aspirational and inspirational
  – Captures and challenges the imagination
  – Derives strength from our Mission and our core principles.
Putting vision into words

1. We embrace our heritage as a leading Land Grant institution in a spectacular Rocky Mountain setting.

2. We inspire, empower and prepare all members of our MSU community to make a positive impact to the university community and to the community at large.

3. We believe that our Mission blending learning, discovery, and engagement, is the best way for us to enhance life—and the joy of living—for all.
4. “We work together; we change lives.” Students, faculty, and staff learn together, discover together, and serve together as an integrated learning community.

5. We deliberately eliminate physical, cultural, economic, social status, and lack of knowledge barriers separating individuals from their ambitions.

6. We challenge individuals to discover, pursue, and achieve their aspirations and personal growth.
Draft Statement

“Montana State University is as remarkable as its setting. Created as a land-grant institution, we are a welcoming, adventurous community of students, faculty, and professionals distinguished by our commitment to address the world’s greatest challenges.

We energize individuals to discover and pursue their aspirations.

We inspire people to engage with us to improve the human prospect through excellence in teaching, learning, discovery, and civic responsibility.”
Notes

• Ongoing wordcrafting
  – Some are not comfortable with the pronoun “we”
  – How is “community” defined?
  – Some feel that “human prospect” is an odd phrase
  – Some would prefer to use “engagement” instead of (or in addition to) “civic responsibility.”

• Does this draft capture the transformation/fulfillment of each individual within our community?

• Does the Vision statement explain why we engage in our Mission, i.e., why we come to work every day?
“Montana State University is as remarkable as its setting. Created as a land-grant institution, we are a welcoming, adventurous community of students, faculty, and professionals distinguished by our commitment to address the world’s greatest challenges. We energize individuals to discover and pursue their aspirations. We inspire people to engage with us to improve the human prospect through excellence in teaching, learning, discovery, and civic responsibility.”