

Strategic Platform

MISSION: BLUEFIELD STATE, AN HISTORICALLY BLACK COLLEGE, PREPARES ITS GRADUATES FOR DIVERSE PROFESSIONS, ENGAGED CITIZENSHIP, AND PUBLIC SERVICE THROUGH ACCESSIBLE, HIGH-QUALITY UNDERGRADUATE, GRADUATE, AND PROFESSIONAL PROGRAMS.

Our **mission statement** embodies **four** important elements.

1. The College “prepares its graduates” is a directive that demands results. Students who are “prepared” do not merely possess a credential, but the skills necessary to succeed in the marketplace.
2. The skills necessary for diverse professions, engaged citizenship, and public service that:
 - a. Exhibit proficiency in applied fields of study, cognitive skills (including the abilities to think critically and creatively), problem solving, and effective communication;
 - b. Appraise the nation’s economic, historical and civic traditions, and the global marketplace;
 - c. Engage collaboratively in workplace settings; and
 - d. Demonstrate a solid ethical foundation.
3. “High-quality” means the College achieves standards of excellence for curricular, co-curricular, and extracurricular experiences; and
4. The College delivers undergraduate, graduate, certificate, and continuing education.

10/20/2021

VISION: A UNIVERSITY OF REGIONAL PROMINENCE.

Bluefield State shall be a **University of regional prominence** that:

- Maintains a strong commitment to its historic purpose as a **teaching Institution** while expanding the opportunity to become **creators of knowledge** through research and scholarly activity that focus on community.
- Builds **strong and enduring relationships** with internal and external stakeholders;
- Provides its students:
 - the **opportunity** and the **environment** necessary to receive a high-quality undergraduate, graduate, and professional education;
 - the **academic offerings** necessary to compete professionally in the contemporary marketplace and succeed in their careers;
 - a **comprehensive education** that prepares its students to communicate effectively, think critically, act ethically, and assume productive roles as citizens of their communities; and
 - an **excellent** University experience.

“Regional” recognizes our geographical location and assigned purpose of serving West Virginia and surrounding states.

“Prominence” means possessing an established reputation of excellence.

10/20/2021

CORE VALUES: **ASPIRATIONAL STANDARDS OF CONDUCT THAT GUIDE THE COLLEGE'S ACTIONS.**

Our **core values** reflect our sense of purpose and an acknowledgment of the discipline necessary to fulfill our mission and maintain the integrity of the Institution. These **values** include:

A RIGOROUS CURRICULUM

Our curriculum includes instruction, coursework, learning experiences, and educational expectations that are **academically, intellectually, and personally challenging** to the student's ability to think, perform, and grow.

STUDENT-CENTERED

Our paramount purpose is to **support the academic and professional goals of our students** by providing world class experiences and engaging scholarship.

FISCAL INTEGRITY

Our ability to continue to serve our students and our community requires a constant adherence to **sound fiscal policies** and **transparent financial practices**.

OUR HERITAGE

As an Historically Black College, Bluefield State has a **unique and historical purpose** of serving an underrepresented and underserved population that has faced significant barriers. The Institution continues to value the worth, safety, and dignity of all human beings.

RESULTS

Bluefield State measures its success based upon **results**. The Institution employs academic best practices and procedures that promote the **fulfillment of our mission**.

Objectives

- A Destination University
- The Educated Individual
- The Engaged University

DRAFT