

James Madison University

Who We Are

Our Mission

We are a community committed to preparing students to be educated and enlightened citizens who lead productive and meaningful lives.

Our Vision

To be the national model for the engaged university: engaged with ideas and the world.

Our Values

Academic Quality: We are dedicated to exemplary learning experiences because they are the essence of our mission.

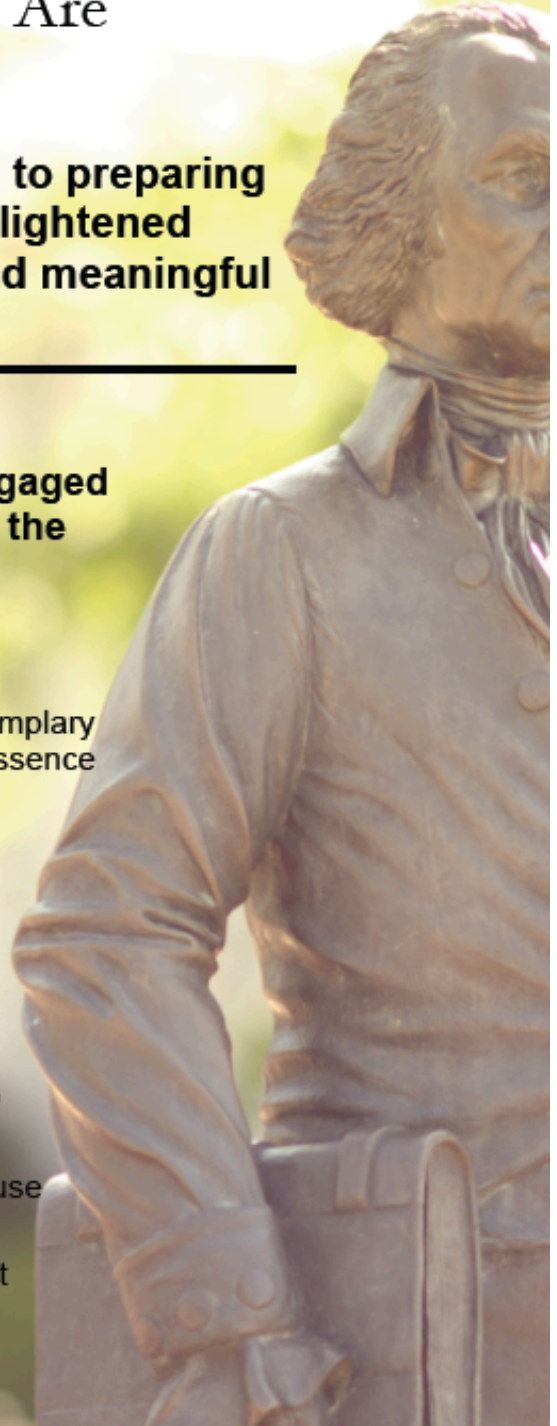
Community: We thrive when we collaborate, respect and serve others, and appreciate our interconnectedness.

Diversity: We strive to be an inclusive community that values the richness of all individuals and perspectives.

Excellence: We seek to be innovative and to perform at the highest levels.

Integrity: We pursue ethical reasoning because it is essential to meaningful citizenship.

Student Focus: We provide experiences that challenge and support students.



James Madison University Core Qualities and Goals (Alphabetically by Core Quality Name)

Core Quality	Key Goal
<p>1. Academic Quality: Outstanding Programs</p> <p>We believe in the relevance and importance of the liberal arts and sciences and are committed to maintaining strong student/faculty interaction. Through our distinguished faculty and staff, we offer academically challenging programs, providing an exemplary undergraduate education and distinctive graduate studies while maintaining accountability for learning through effective assessment.</p>	Goal 1A: The university will foster student success by providing a holistic learning environment focused on furthering intellectual development as well as education in areas such as teamwork, leadership, collaboration, interpersonal skills, entrepreneurship, ethics, citizenship, sustainability and service.
	Goal 1B: The university will provide high-impact learning experiences such as undergraduate research, service learning, internships and study abroad programs in a climate that fosters intellectual engagement in and outside the classroom.
	Goal 1C: The university will recruit and retain high-quality faculty and staff through providing competitive salaries, other compensation and opportunities for professional development.
	Goal 1D: The university will be a national leader in the assessment of learning.
	Goal 1E: The university will develop programs that are responsive to the needs of the Commonwealth, nation, and the world.
<p>2. Academic Quality: Teaching, Scholarship and Research Excellence</p> <p>We are a community committed to academic rigor, engaged learning and teaching excellence combined with the intentional involvement of students and faculty in meaningful research and scholarship.</p>	Goal 2A: The university will make teaching excellence and academic rigor top priorities and will provide adequate and sustained support to ensure appropriate student-faculty ratios and continuing professional development.
	Goal 2B: The university will provide appropriate levels of sustainable support, oversight and accountability for students, faculty and staff engaged in research and scholarship.
	Goal 2C: The university's mission, vision, values and/or core qualities will be reflected in faculty and staff evaluation and curriculum development.
<p>3. Access, Inclusion and Diversity</p> <p>We embrace access, inclusion, and diversity for all students, faculty, staff, constituents and programs, believing that these qualities are foundational components of an outstanding education in keeping with our mission.</p>	Goal 3A: The university will determine the composition of the student body that is both appropriate and adaptable to the changing needs of the university and the Commonwealth.
	Goal 3B: The university will expand access, building new bridges to cross existing socioeconomic, geographic, learning and/or physical barriers to participation in academic pursuits and campus activities.
	Goal 3C: The university will show evidence of a continuously improving environment that is welcoming and inclusive; such that events, messages, symbols, and services express mutual respect.
	Goal 3D: The university will continue personal and professional development related to enhancing understanding of diversity while leveraging increased diversity through university/community partnerships.
	Goal 3E: The university will increase merit and need-based scholarship offerings.
	Goal 3F: The university will infuse a value and culture of diversity into the primary teaching, research and service approaches of academic units.
<p>4. A Culture of Philanthropy</p> <p>Our culture of philanthropy is understood, embraced and practiced across the JMU community.</p>	Goal 4A: Through all its constituencies, the university will foster the understanding that everyone has a meaningful role in the advancement of the university.
	Goal 4B: The university will develop and communicate ambitious and inspiring giving opportunities.
<p>5. Engagement</p> <p>We challenge and support students, faculty, staff and alumni through meaningful engagement with the university, community and the world. Engagement enhances academic, personal and professional learning while</p>	Goal 5A: The university will create and sustain programs so that students, faculty and staff benefit and learn as a result of the pursuit of engagement, its concepts, value and practices.
	Goal 5B: The university will create and strengthen connections that support participation in a global network aimed at achieving mutually beneficial outcomes.
	Goal 5C: The university will expand its service provided to the local community,

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reinforcing community service, civic engagement and ethical decision-making.	region, and beyond. Goal 5D: The university will foster an environment of collaboration across colleges, schools, and departments.
6. Faculty & Staff Success We foster a culture that supports healthy work-life balance and personal and professional growth for all faculty and staff.	Goal 6A: The university will support and seek to identify tools and resources to assist our employees in achieving a reasonable and satisfactory work-life balance.
	Goal 6B: The university will continue its commitment to the investment of resources to support a wide array of professional development opportunities for faculty and staff.
	Goal 6C: The university will increase resources to support mentorship, coaching and professional development for faculty and staff.
	Goal 6D: The university will provide employees with resources, opportunities and coworker interactions necessary for meaningful workplace involvement.
7. Fiscal & Facility Resources We develop diversified revenues, build and maintain useful and attractive facilities and leverage innovative technologies to achieve our goals.	Goal 7A: The university will be a safe, attractive and friendly place to learn and work.
	Goal 7B: The university will incorporate best practices - state-of-the-art classroom spaces, sustainability (e.g. LEED Certification), effective use of technology, accessibility, etc. - in the renovation and construction of facilities.
	Goal 7C: The university will implement revenue-generating strategies and operational flexibilities to achieve the university's mission and goals.
	Goal 7D: The university will regularly evaluate the effectiveness of existing programs and the potential of new proposed programs and initiatives in making decisions regarding the allocation of resources.
	Goal 7E: The university will leverage current and emerging technologies in support of collaboration with the community, state, region and the world to deliver quality learning opportunities.
	Goal 7F: The university will utilize technology innovatively to provide information, student services and programs.
8. Innovation We champion a spirit of innovation.	Goal 8A: The university's academic policies will reflect the university's mission, vision and values.
	Goal 8B: The university will foster a climate and culture that values creativity and innovative approaches and solutions in all departments and divisions.
	Goal 8C: The university will identify innovative ideas and resource those that are considered most effective at helping the university achieve our mission or vision.
9. National Prominence Our faculty, staff, students and programs earn national prominence, expanding JMU's strong reputation.	Goal 9A: The university will attract and retain top faculty, staff and students from across the Commonwealth, nation, and the world.
	Goal 9B: The university will be recognized nationally for excellence in programs and services.
	Goal 9C: The university's strong national reputation will provide a wide range of career opportunities for our graduates.
	Goal 9D: The university will build a national profile by creating programs that reflect the legacy of James Madison the man.
10. Recreation and Athletics Our university community offers a vibrant experience, supported by a wide range of state-of-the-art recreation and wellness opportunities and outstanding intercollegiate athletics.	Goal 10A – The university will provide a wide range of fitness and recreation opportunities targeted to the needs of the university community.
	Goal 10B - Student-athletes, teams and coaches will compete annually for NCAA post-season appearances and earn conference, state and national recognition for excellence in both academics and athletics.
	Goal 10C: The university will value student-athletes by supporting their academic success.
11. Student Life & Success We support student academic and career	Goal 11A: The university will ensure that student life and success functions bridge and balance curricular and co-curricular efforts, extending academic and experiential learning with application and reflection.
	Goal 11B: The university will provide high quality, research-based, nationally

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success by providing opportunities to apply learning and development, practice good citizenship, foster health and wellness, and live in purposeful community.	recognized student support programs and services.
	Goal 11C: The university will provide high quality advising, services and programs that directly support students' career and professional development goals and desired outcomes following graduation.