



ACCESS TO EXCELLENCE

# Explorations & Transformations 2012:

## *A guide for the University's future*

### PARK'S VISION

Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

### PARK'S MISSION

The mission of Park University, an entrepreneurial institution of learning, is to provide access to academic excellence which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.



**PARK**  
UNIVERSITY

### Visions

- Enhance the Image & Identity of Park University
- Ensure Academic Excellence
- Ensure Excellence in Student Services
- Ensure that Park will function as one University
- Academic program offerings will support societal/global needs, student interest, and the University's mission
- The University community will advance scholarly and creative achievement
- Student Services will meet benchmarked standards for excellence

### Standards of Excellence

- The Park University image will be consistent to meet all print, broadcast, web and media formats
- The University will establish ongoing communication with strategic constituents
- Alumni programs will be instituted based upon a marketing plan
- Private funding from individuals, corporations, and foundations will be secured in accordance with University priorities
- Educational programs will meet benchmarked standards for academic excellence
- The University will provide faculty and faculty support that meet benchmarked standards for academic excellence
- The students will consistently meet program standards for academic excellence
- The Institute for Global Culture, Economics & Understanding will establish new standards through the integration of educational programs
- Academic programs will incorporate a global perspective
- Student recruitment and retention will be strategic and market driven
- The Institutional Master Plan will advance the academic, student support and administrative functions of the University
- Explorations & Transformations 2012 will serve as a guide for University decisions
- The University will meet the assessment standards set by the North Central Association of Colleges & Schools
- Campus Centers will assess attainment of academic excellence
- Campus Center designation becomes effective June 2003
- The Technology Plan will advance the academic and administrative functions of the University
- University-wide communication will be advanced by comprehensive technology
- Human Resources will meet industry standards for services to all campus centers