

## VISION STATEMENT

Jacksonville State University will be the regional comprehensive institution of choice for students who want a strong, high quality education. Students will be challenged academically by dedicated and accessible faculty and have access to the latest technology to develop skills for success in an expanding global community. Curricula offerings will utilize developing methods of instruction to eliminate barriers of time and distance and allow the JSU experience to transcend regional boundaries. Highly responsive services that demonstrate the institution's commitment to continuous improvement will ensure JSU's reputation as the friendliest campus in the South.

## MISSION STATEMENT AND PURPOSES

### MISSION STATEMENT

Jacksonville State University is a public, comprehensive teaching institution that provides educational, cultural and social experiences for a diverse undergraduate and graduate student population. As a student-centered university, Jacksonville State University strives to balance academic challenges with a range of support services for students' academic, career, and personal goals. As an academic institution, Jacksonville State University seeks to produce broadly educated graduates with skills for employment, citizenship, and life-long learning. As a comprehensive university, Jacksonville State University supports scholarly and service activities consistent with its academic and professional strengths.

### UNIVERSITY GOALS

- Educate students to be productive, responsible citizens and effective leaders.
- Advance student learning through academic excellence.
- Increase student and faculty participation in research and service activities.
- Create a diverse learning community that facilitates academic and professional excellence.
- Effectively use technology to support learning, research, information management and evidence-based decision-making..
- Continuously improve administrative processes and services.
- Enhance revenue growth and financial planning to ensure adequate fiscal resources for the University.

### UNIVERSITY CORE VALUES

- The social, intellectual, cultural, and physical development of students, faculty, and staff.
- Being the friendliest campus in the South.
- Providing an affordable quality education.
- Maintaining a diversity of faculty, staff, and student body.
- The support of intellectual and academic freedom, dialogue, and the free exchange of ideas.
- Quality teaching to prepare students for employment, citizenship and life long learning
- Student accessibility of faculty and staff.
- Maintaining a beautiful campus that preserves the historical architecture of the University.
- Collegial decision-Making
- Excellence in all aspects of university life.
- Providing a continuous-improvement environment.
- Providing access to state-of-the-art technology.