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**WKU STATEMENT OF PURPOSE**

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**REQUEST:** Approval of a revised WKU Statement of Purpose.

**FACTS:** The WKU Statement of Purpose approved by the Board in April 2007 includes language that is either no longer relevant or has changed significantly over the year as WKU's academic offerings have evolved. For example, references are made to the Bowling Green Community College and to "extended" campus, which now are "regional" campuses. Mention is made of "emerging professional programs" that are now fully in place (e.g., WKU's three professional doctorate programs).

In preparation for submission of our decennial SACSCOC Compliance Report, the Board approved in July 2013 a revised mission statement. In the same context, an updated and commensurate Statement of Purpose is now presented for approval.

**EXISTING STATEMENT OF PURPOSE:** As a nationally prominent university, WKU is engaged internationally in acclaimed, student-and-learning-centered academic programs. An inspiring and talented faculty promotes a high level of scholarship and an entrepreneurial attitude leading to success for all within WKU's reach. The WKU experience occurs on a unique campus and through a spirit which attracts an intellectually exciting and diverse family of the nation's best students. WKU provides students with rigorous academic programs in education, the liberal arts and sciences, business, and traditional and emerging professional programs, with emphasis at the baccalaureate level, complemented by relevant associate and graduate-level programs. The University places a premium on teaching and student learning. Its faculty engage in creative activity and diverse scholarship, including basic and applied research, designed to expand knowledge, improve instruction, increase learning, and provide optimum service to the state and nation. The University directly supports its constituents in its designated service areas of Kentucky with professional and technical expertise, cultural enrichment, and educational assistance. The University encourages applied research and public service in support of economic development, quality of life, and improvement of education at all levels, especially elementary and secondary schools. In particular, WKU faculty contribute to the identification and solution of key social, economic, scientific, health, and environmental problems within its reach, but particularly throughout its primary service area. Maintaining a campus of distinctive history and character, WKU sustains a student population of increasing quality. It fulfills its responsibility for access through its community college, extended campus programs, and distance learning. WKU's commitment is to ensure value in a holistic learning experience through high standards for student achievement and conduct, a strong faculty, technological innovation, personalized attention, broad access, and public accountability for actions and outcomes. Out-of-the-classroom experiences are intentionally created to enhance learning, to promote diversity, and to contribute to the success of students. WKU recognizes that its mission continues to evolve in response to regional, national, and global changes, and the need for lifelong learning.

**PROPOSED STATEMENT OF PURPOSE:** As a leading American university with international reach, WKU is engaged in internationally acclaimed, student-and-learning-centered academic programs. The WKU

experience occurs on several unique campus environments and through an overarching spirit which attracts an intellectually exciting and diverse family of the nation's best students. WKU provides students of all backgrounds with rigorous academic programs in education, the liberal arts and sciences, the health sciences, and business, with emphasis at the baccalaureate and masters levels, complemented by relevant associate and doctoral level programs. The University places a premium on student learning; it is committed to ensuring value in a holistic learning experience through high standards for student achievement and conduct, a strong faculty, technological innovation, personalized attention, broad access, and public accountability for actions and outcomes. Out-of-the-classroom and study abroad experiences enhance learning, promote diversity, and contribute to the success of students.

The University encourages engaged research, particularly at the undergraduate level, and public service in support of economic development, quality of life, and improvement of education at all levels. WKU faculty contribute to the identification and solution of key social, economic, scientific, health, and environmental problems. An inspiring and talented faculty promotes a high level of creative activity and diverse scholarship and an entrepreneurial attitude designed to expand knowledge, improve instruction, increase learning, and provide applied solutions toward high-quality service to the state and nation. The University directly supports its constituents in its designated service areas of Kentucky with professional and technical expertise, cultural enrichment, and educational assistance.

Maintaining a campus of distinctive history and character, WKU sustains a student population of increasing quality. It fulfills its responsibility for access through its main and regional campuses, and through extensive distance learning opportunities. WKU recognizes that its mission continues to evolve in response to regional, national, and global changes, and the need for lifelong learning.

**IMPLEMENTATION DATE:** July 1, 2014

**RECOMMENDATION:** President Ransdell recommends the Board adopt revised WKU Statement of Purpose.

**MOTION:** Approval of the revised WKU Statement of Purpose.