### University of the Fraser Valley

Your thoughts on our values and mission

# Q1 What do you think are UFV's most important values (our core beliefs)?

I think it's really important to have small class sizes at

**UFV**. It's important because it provides students with better communication in class with teachers.



4 ★ ■ 3 ★ ■ 2 ★

Caring if students succeed This is important because many students entering university are indecisive and they require a support system



5 ★ 4 ★ 3 ★ ■ 2 ★ 1 ★

Joanne's belief that the University is its people That education improves lives



5 ★ 4 ★ 3 ★ - 2 ★ 1 + +

**People first** This makes UFV a friendly, caring place. A good place to learn and work.

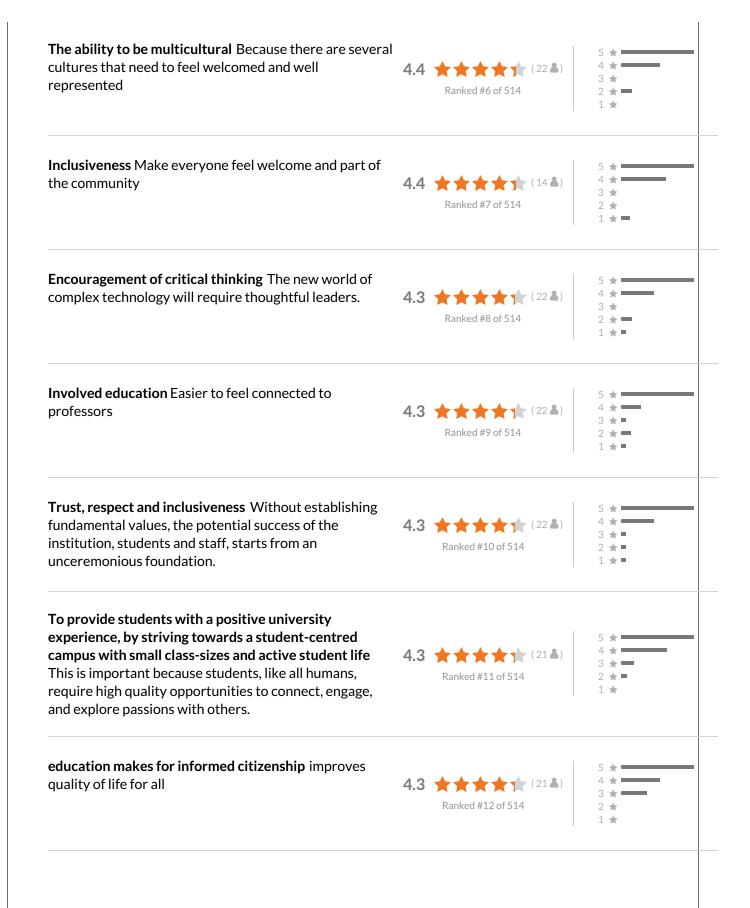


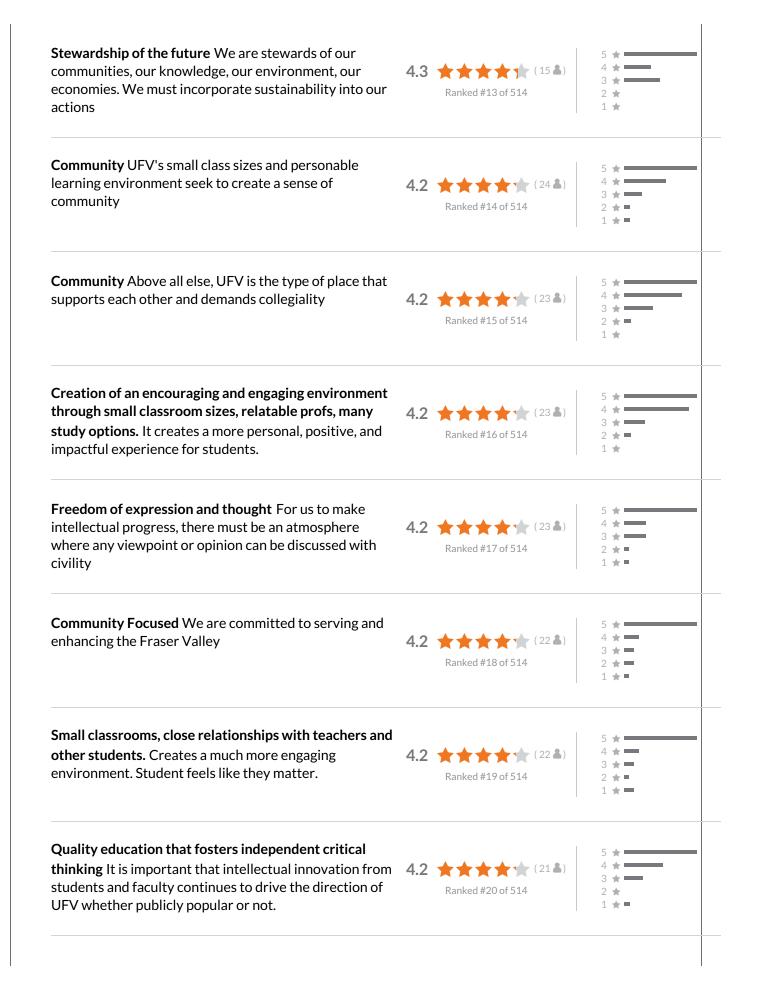
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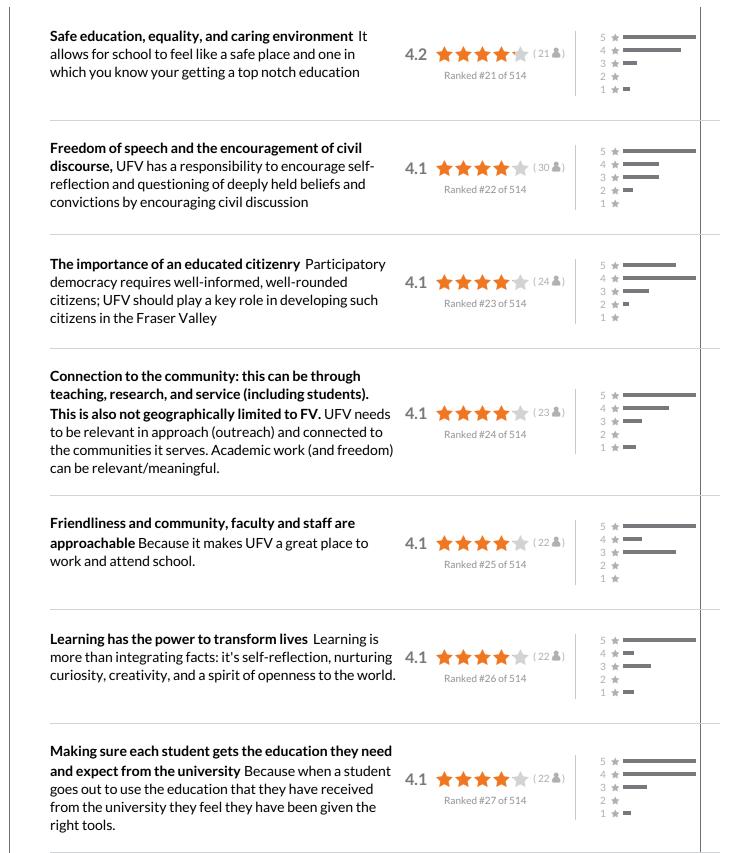
**Small class sizes** Better education and professor/student interactions

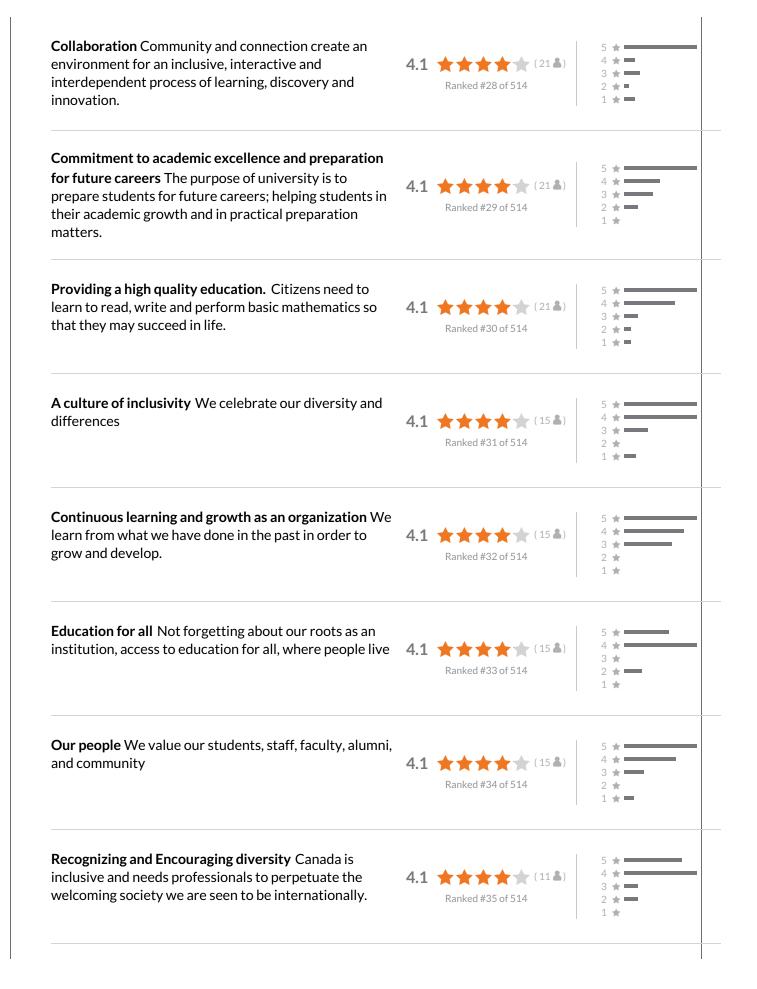


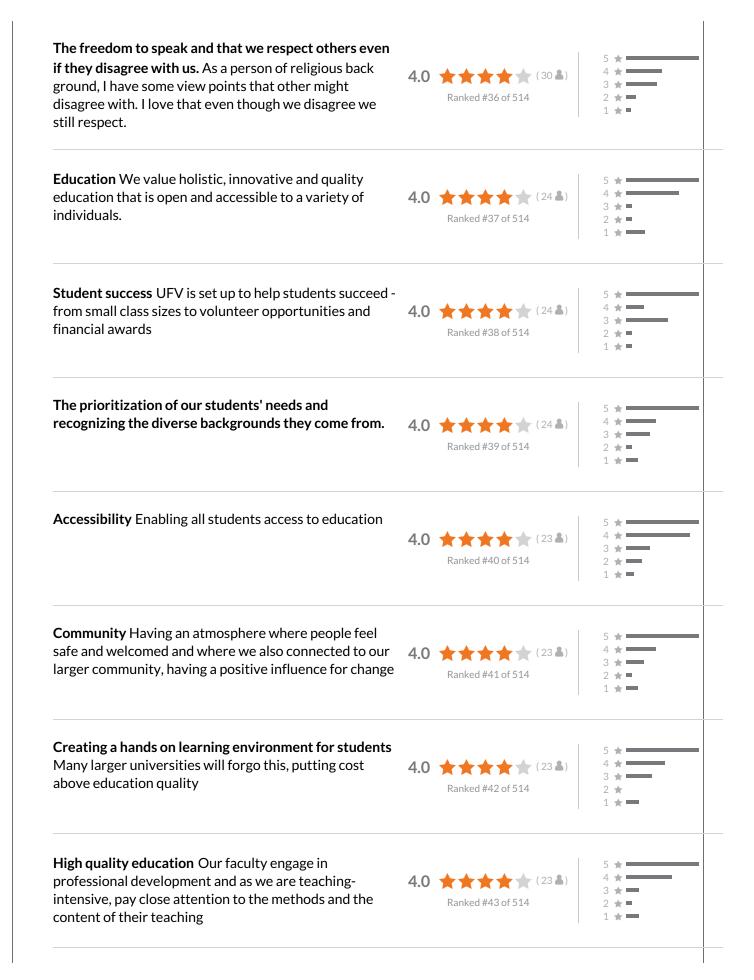
5 ★
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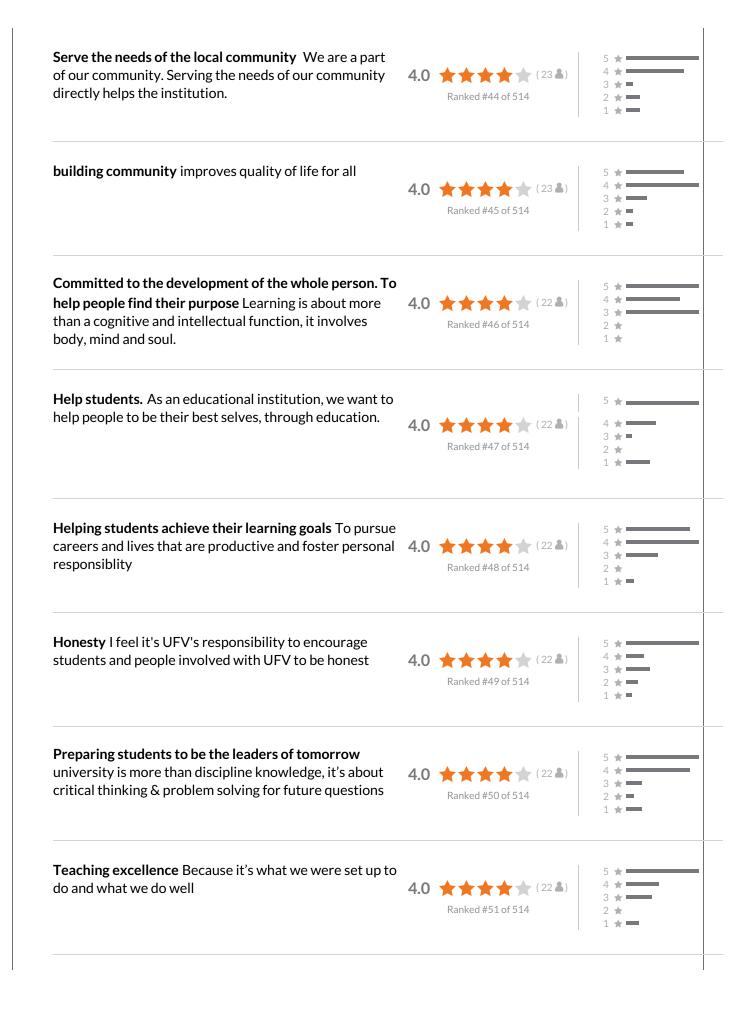


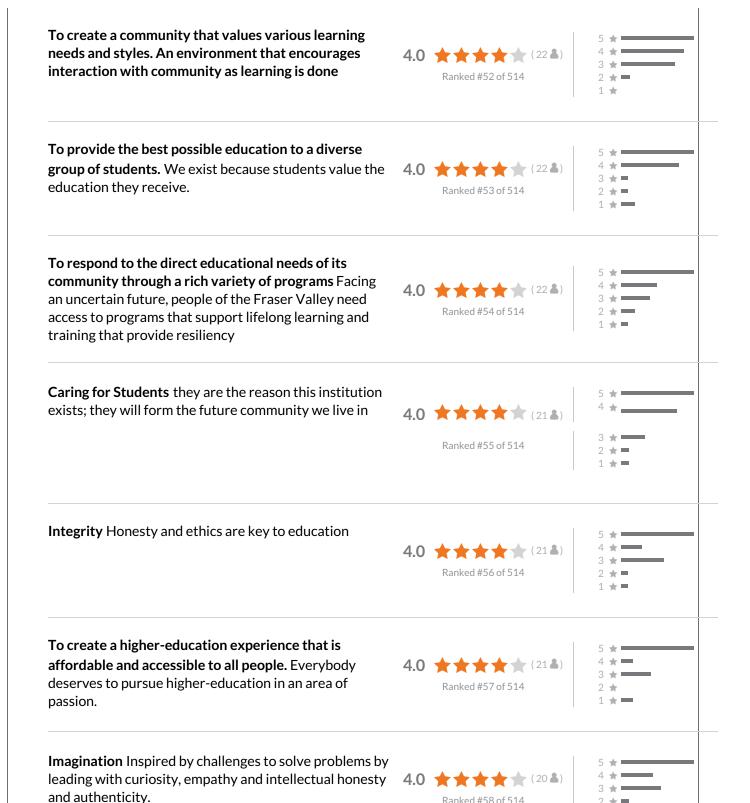












Ranked #58 of 514

To circulate knowledge and critical thinking skills that help students become engaged, active citizens who can shape and strengthen their communities Because gaining and spreading knowledge is arguably a good in and of itself, and because helping people and communities seems like a good goal too





**Inclusivity and Diversity** It is important because it ensures everyone feels like they are part of the university.



Quality education for students in the community

Provides higher education in a students own community 4.0 \(\frac{1}{2}\)





**Student centered education** Students are the reason we are here. We are here to serve students.





**Community** We are a community, a place where "everyone knows your name", so to speak





**Education is attainable.** Small class sizes, lower tuition, and supportive environment mean easier access for students.



UfV offers a small classroom setting, allowing for optimal interaction between not only student and professor but students with their peers. This creates an ideal learning environment where students have access to professors and can learn from different perspectives of their peers.





**Critical thinking not indoctrination** There are a multitude of perspectives. Too often instructors indoctrinate their views without being able to articulated or allow expression of others





We worry a bit too much about comparing ourselves to big universities but our strength is in how we are different from them. We will never receive the funding to compete with UBC on the research level and that is not our mandate. Better to concentrate on what we can do well.

3.9 \* \* \* \* \* (29 &)



The importance of cultural literacy Education should be about giving people the tools to understand and function 3.9 ★ in the wider world



**Student success** Every component of UFV's existence should in some way be directly tied to supporting student success. Students are the reason we operate.

3.9 ★★★★★ (27♣)
Ranked #69 of 514



meaningful engagement between students and faculty - this has often been facilitated by maintaining low-ish student-faculty ratios in class/labs students feel supported, faculty are better able to address their issues and concerns when we "know" our students, enables opportunities for connectio

3.9 ★★★★ (27 ♣)
Ranked #70 of 514



**Diversity** UFV has students of many creeds, cultures, and colors and it is important for all to feel inclusive and safe on campus and within the curriculum.

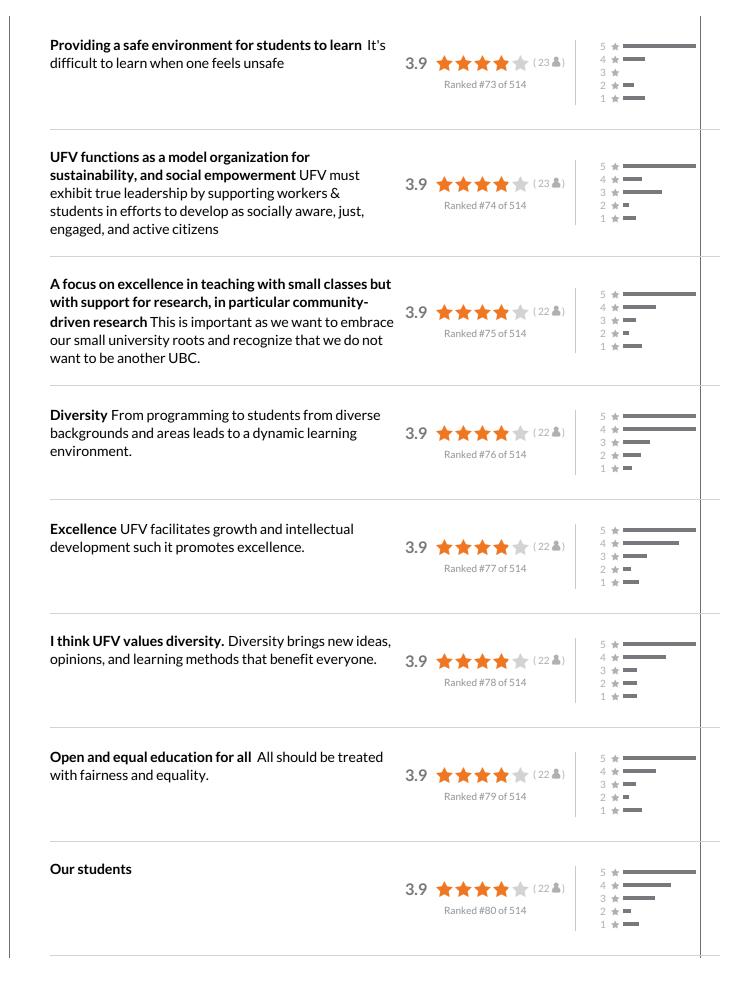
3.9 ★★★★ (25 ♣)
Ranked #71 of 514

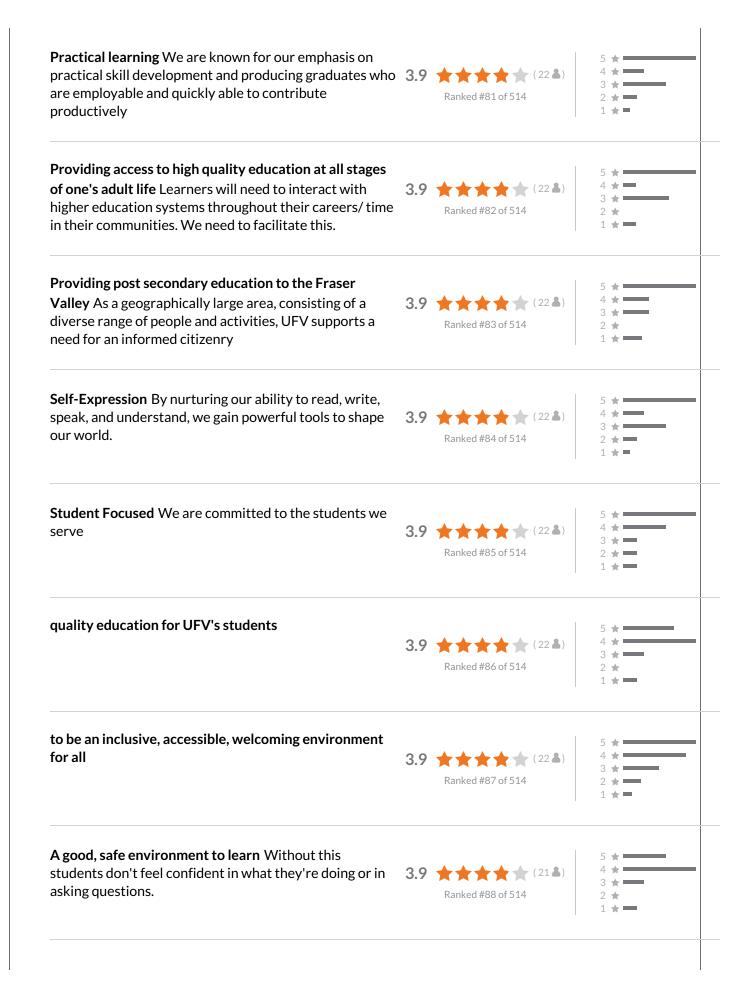


Students are central: we measure our success by the success of our students. This is our obligation to our community.

3.9 \* \* \* \* \* \* (24 &)
Ranked #72 of 514







#### Integrity





Providing students with an education that will shape them into valuable members of their community who can contribute to its success. We are in the position to play a key role in the health and vibrancy of the Fraser Valley--on social, economic, and environmental levels.





Sharing a diversity of knowledge for our future It spreads awareness and helps prepare us for all we will encounter and what we are engaged by.





Students can learn from many different venues including through field experience, co-op and research experience. This is important to citizenship. Students are our future. If we don't teach them these values, they will not learn them. this is about democracy as well as skills values and knowledge





The physical well being of students Programs that enable students to receive safe escorts to their vehicles at night and the anti-smoking policies are both clear indicators of this value





To provide the best education for the students by offering them variety of courses and programs for them to achieve their targets in the future. It is very important for the students to choose from the plenty of options provided to them so that they can focus on their career.





**UFV most important value is positive learning environment.** To make student's academic life
memorable, it is very important aspect which UFV always
committed to provide.

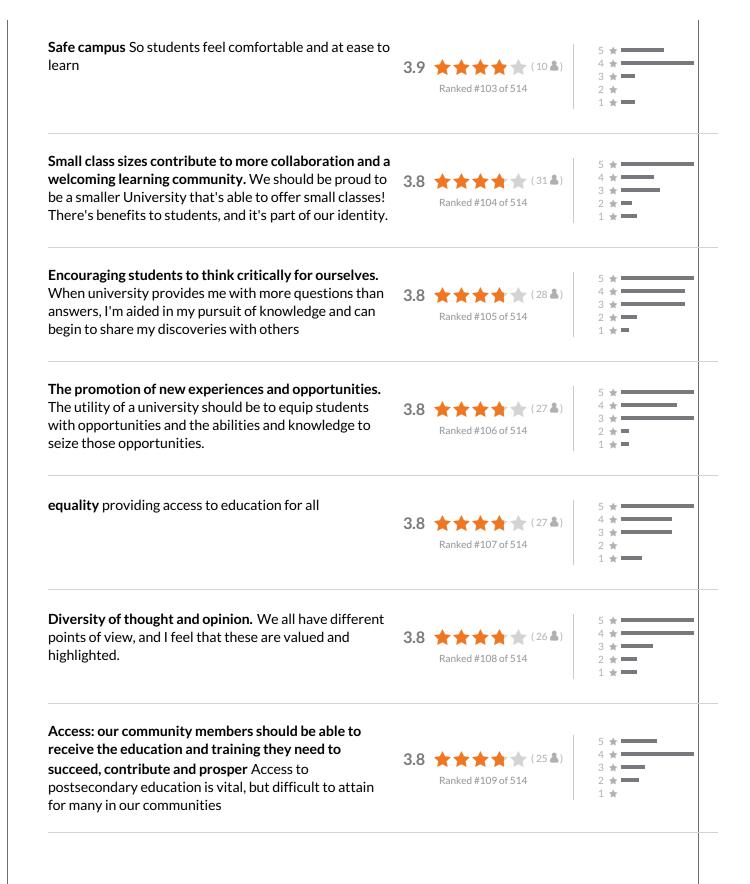


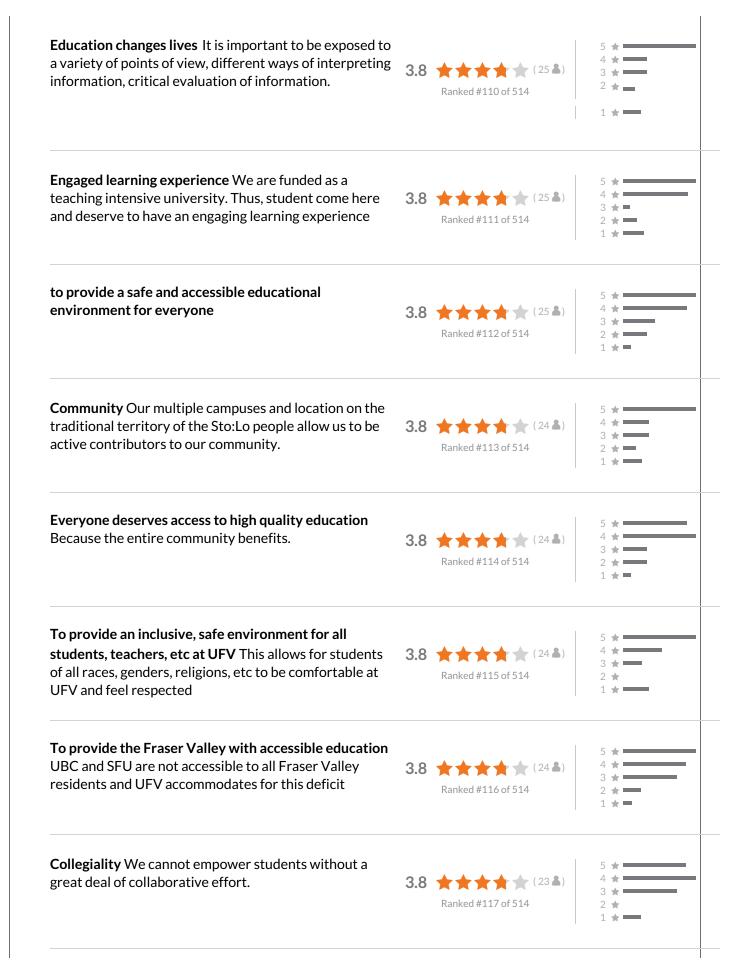


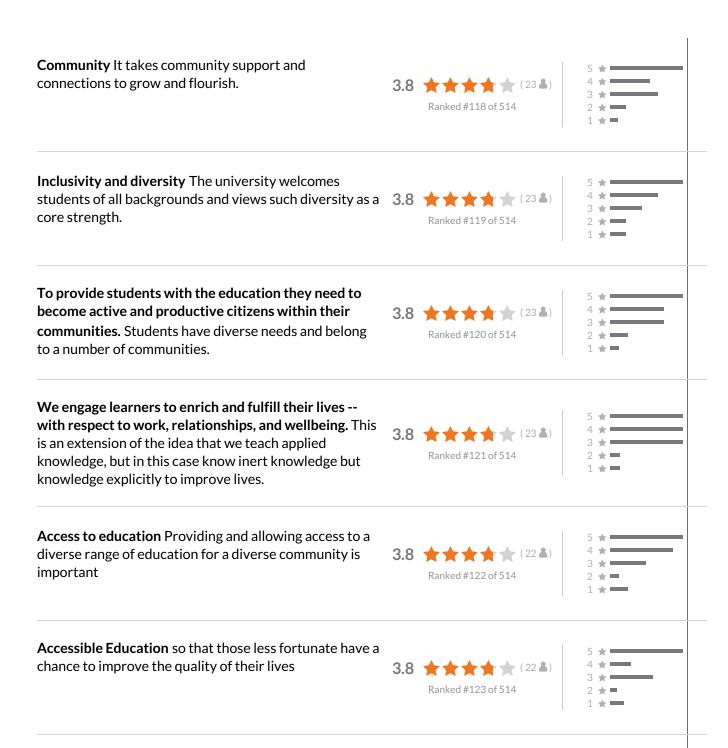
## We need to function as a laboratory of ideas Universities such as UFV need to find ways to support research/ community-based practice, but also to create space where we learn from our mistakes Bringing ideas from around the world to incubate and support activities for innovation, and social and **environmental justice.** Universities are responsible for promoting ideas, values and activities that allow societies to be the best they can be - without reprisal or muzzling Learning, access, inclusion, community and advancement Ranked #98 of 514 We want to capitalize on areas where we can be excellent; teaching, supportive learning environments, community focused research Work that both highlights Ranked #99 of 514 current students and draws students from around the world I think UFV's values providing a high level education. Education is important to prepare students for careers in 3.9 🛖 their chosen fields of study. Ranked #100 of 514 Multi cultural students from many countries Ranked #101 of 514

Ranked #102 of 514

Inclusion, Diversity, Universal Design access







Committing to continuous learning and growth

Learning from what has been done in the past in order to grow for the future

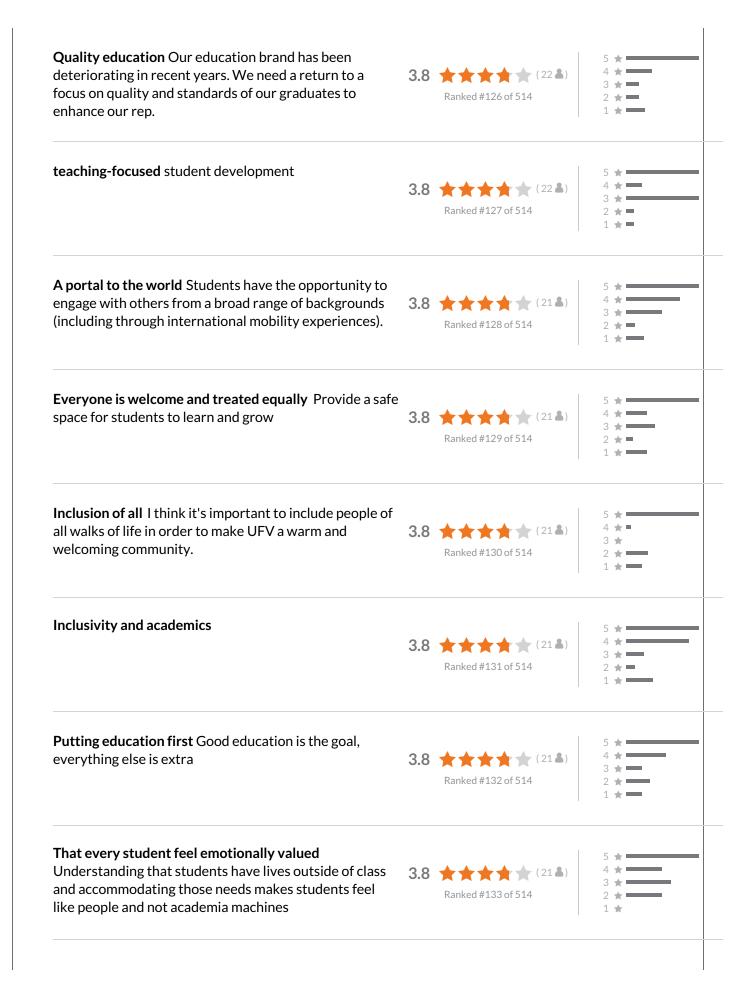


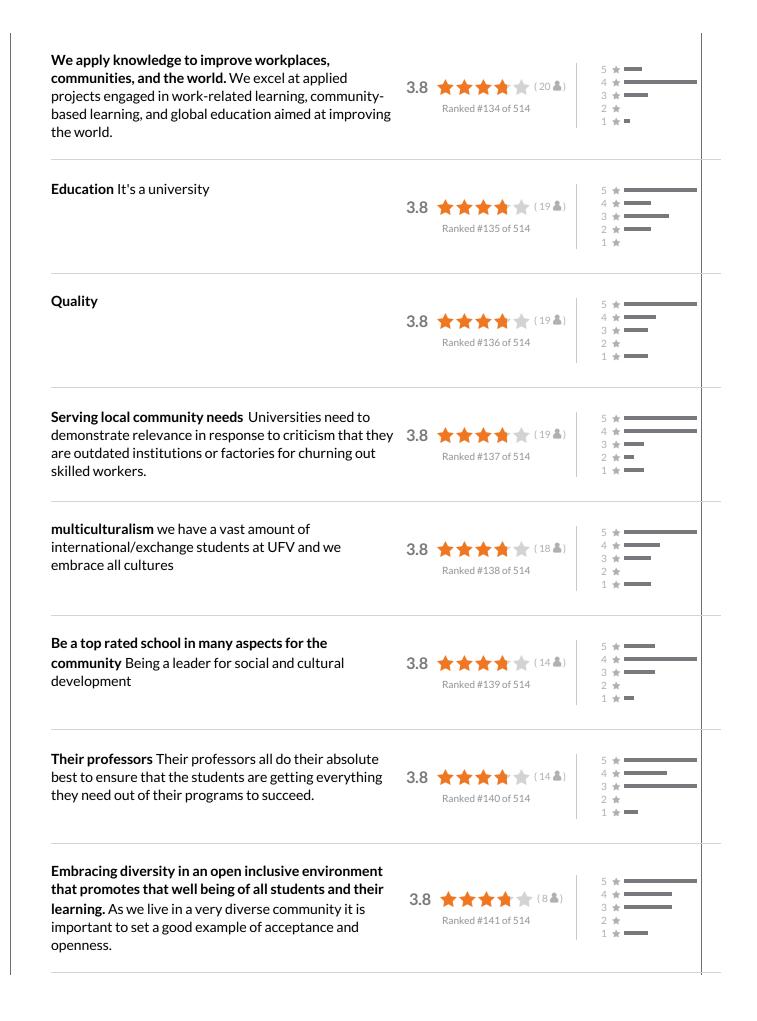


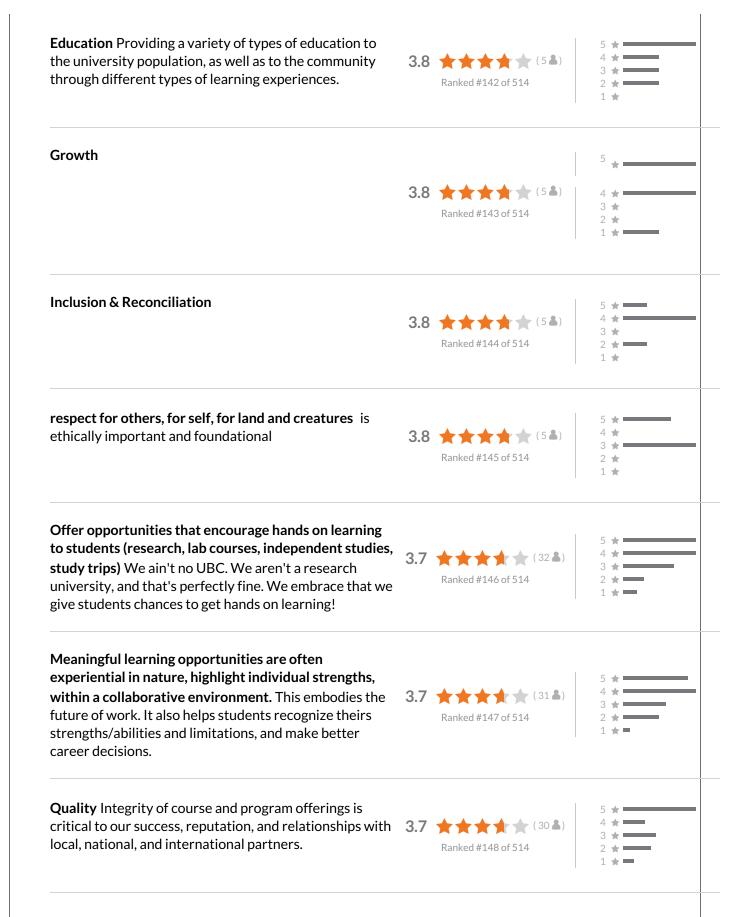
Community, accessibility, diversity UFV strives to be a place that is welcoming to all, and inclusive for everyone. 3.8

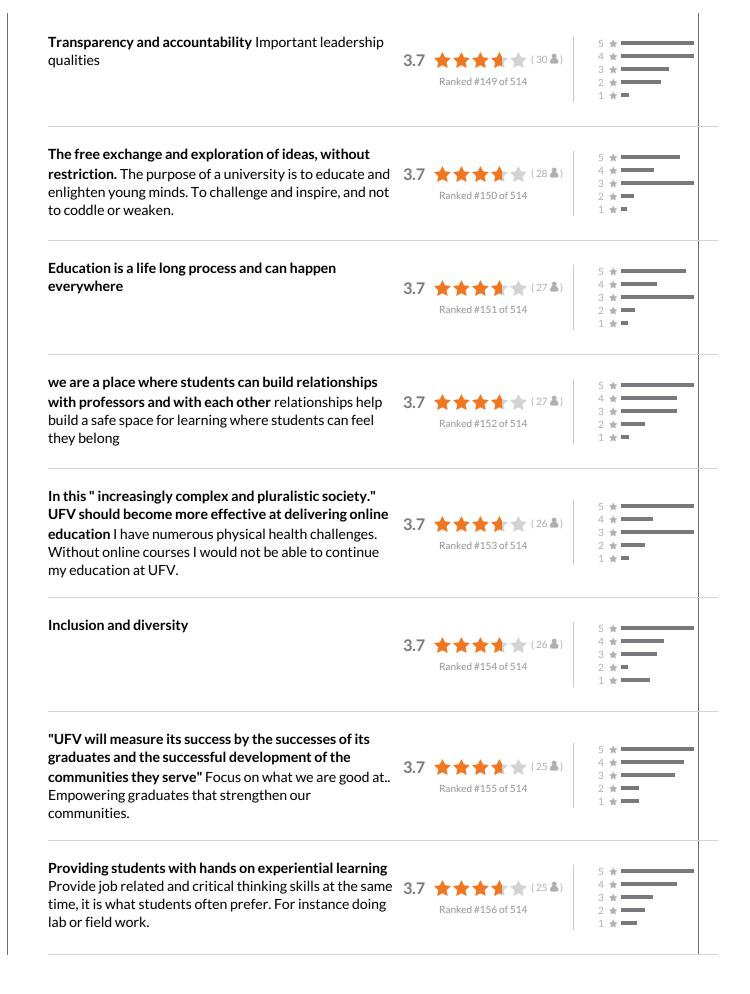












#### Regionally responsive and committed to community

We were created for and by our community and we must 3.7 remain responsive to their needs





To provide all students with an opportunity to learn effectively This shapes the types of programs offered and how the programs are delivered to be as accessible as possible to all students





To provide high quality, well-rounded education in a wide variety of subjects that will help to prepare students for life after university Education received by students at UFV needs to be relevant, and useful in helping prepare students for life after UFV regardless of the field chosen





UFV provides access to university and higher education to the widest range of learners possible (as opposed to the best education in Canada). We endeavour to teach all students, including many who have been or are susceptible to being marginalized - e.g., Indigenous, mature, Int'l ELLs.





A place where one can have open dialogue without being punished or looked down upon If there isn't this sort of atmosphere, those with less favourable/popular opinions will not speak their mind

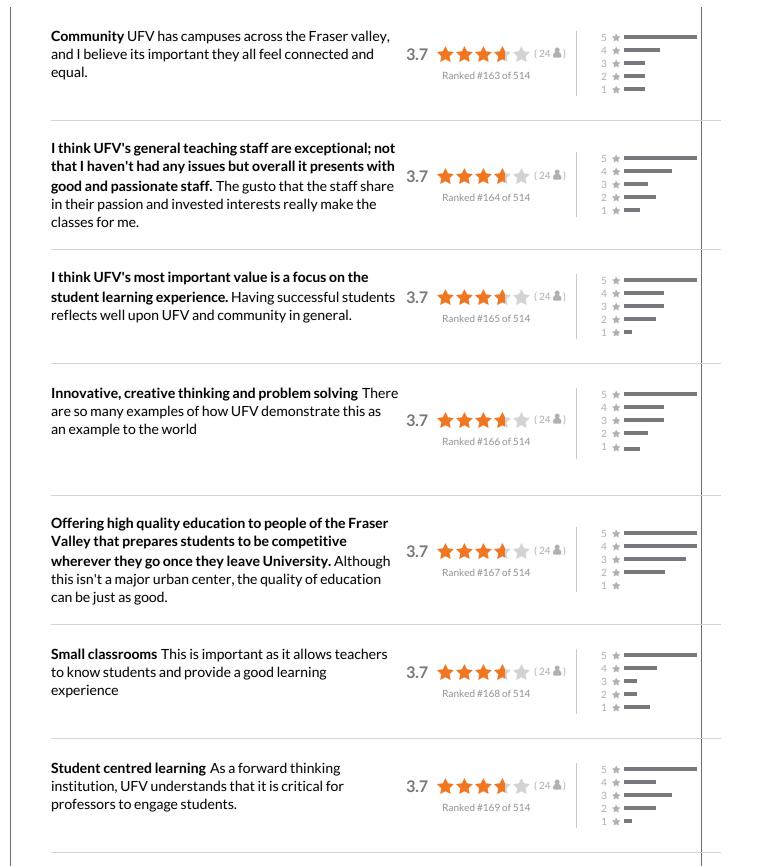




Being a safe and inclusive place where Faculty, Staff, and Students can share their ideas and beliefs. It's important that people feel safe when they are sharing an opinion or thought, whether it's academic or personal.







**Student-focused** The small size classrooms allow for tailored care





Support of our students in their academic achievement

This is what universities are for. This is the core mission.





That all programs have outside work experience built in to better prepare them for the work force. So many employers state they want someone with 'experience', but how can new graduates gain experience if employers won't hire them.





an education based on local needs/industry The Fraser Valley is set apart from other areas in BC and our education offerings should reflect that.





**learner-focused** Instructors and support staff must focus on different learning situations and needs of students



Its important for us as Instructors to bring meaning into the classroom, that will create motivation and curiosity within. the student recognizes that although the classroom work may have ended, this by no means stops the learning process when the student graduates. they

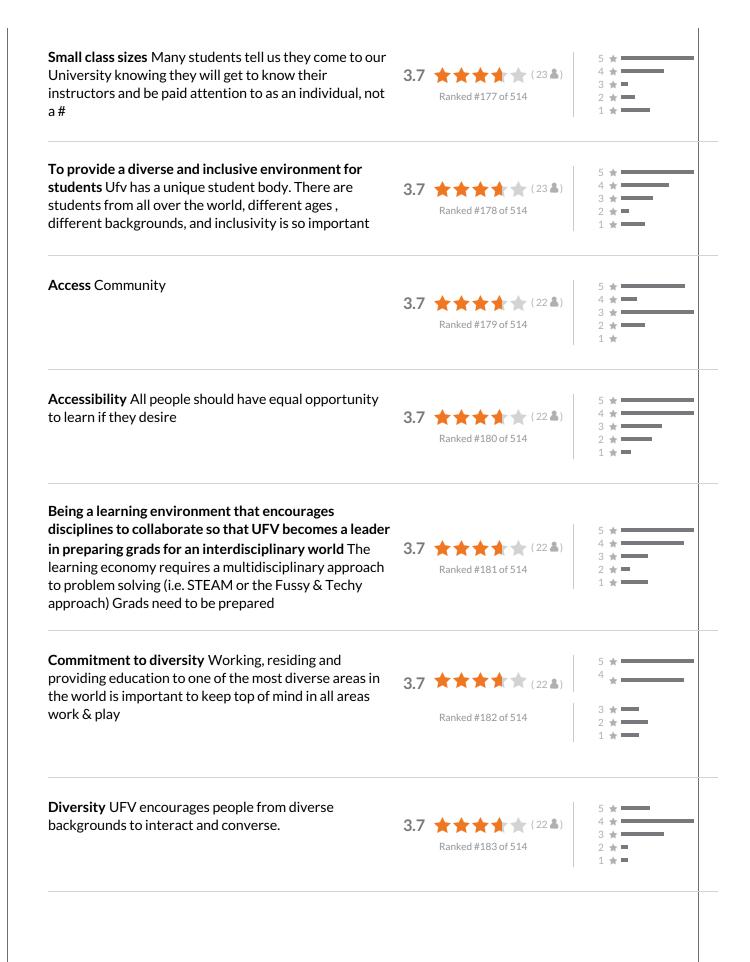


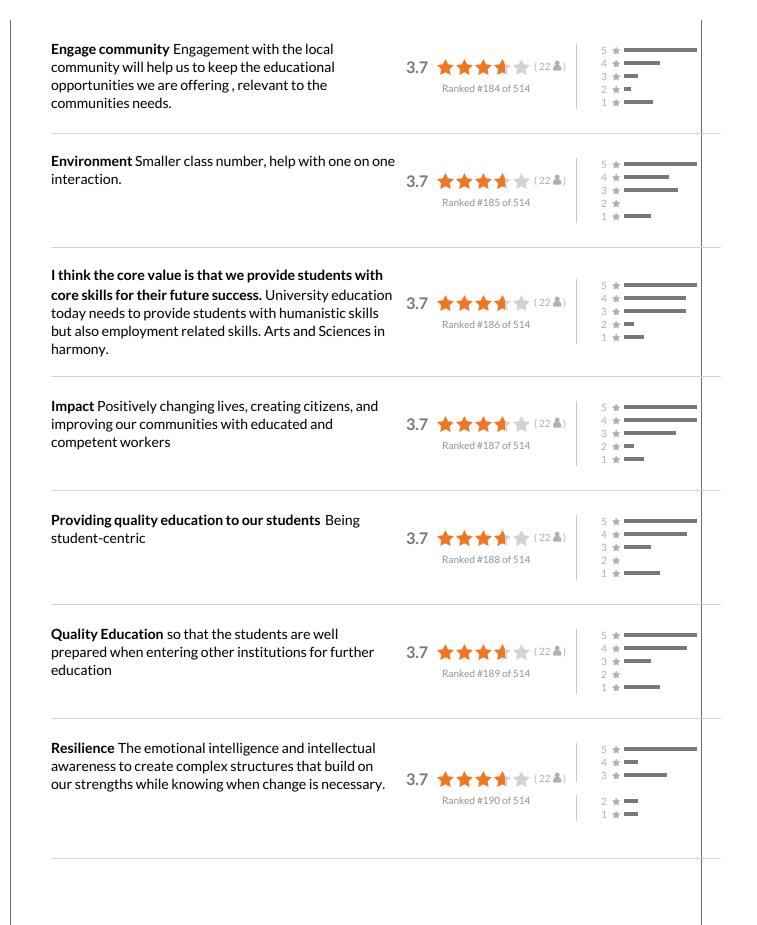


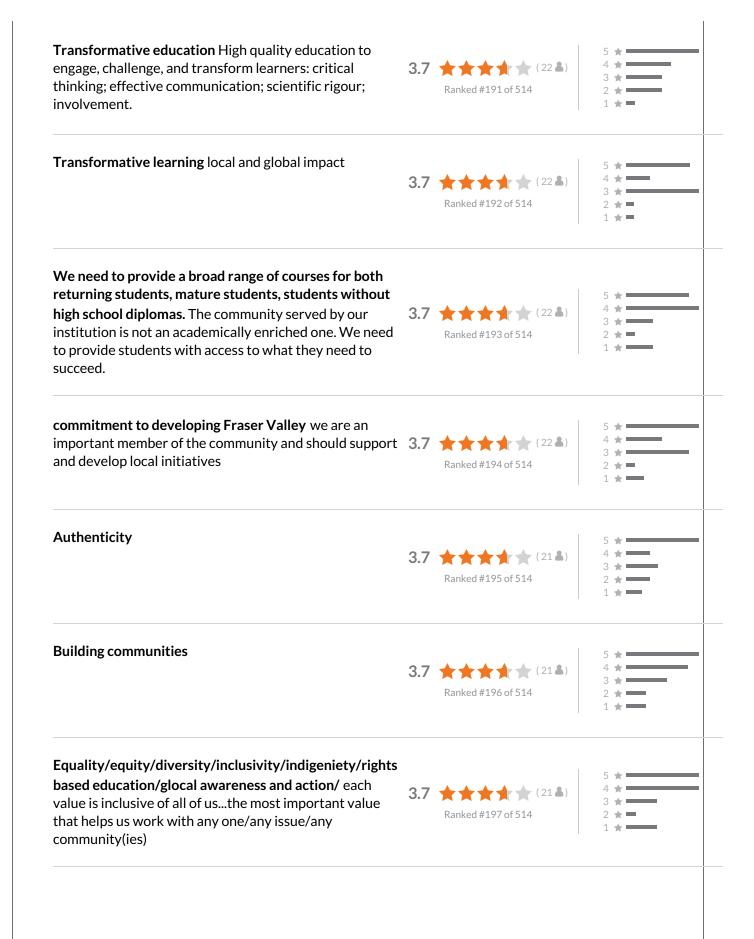
**Quality education** UFV provides students with a comprehensive undergraduate education that is comparable to UBC or SFU but with smaller classes and accessible profs.

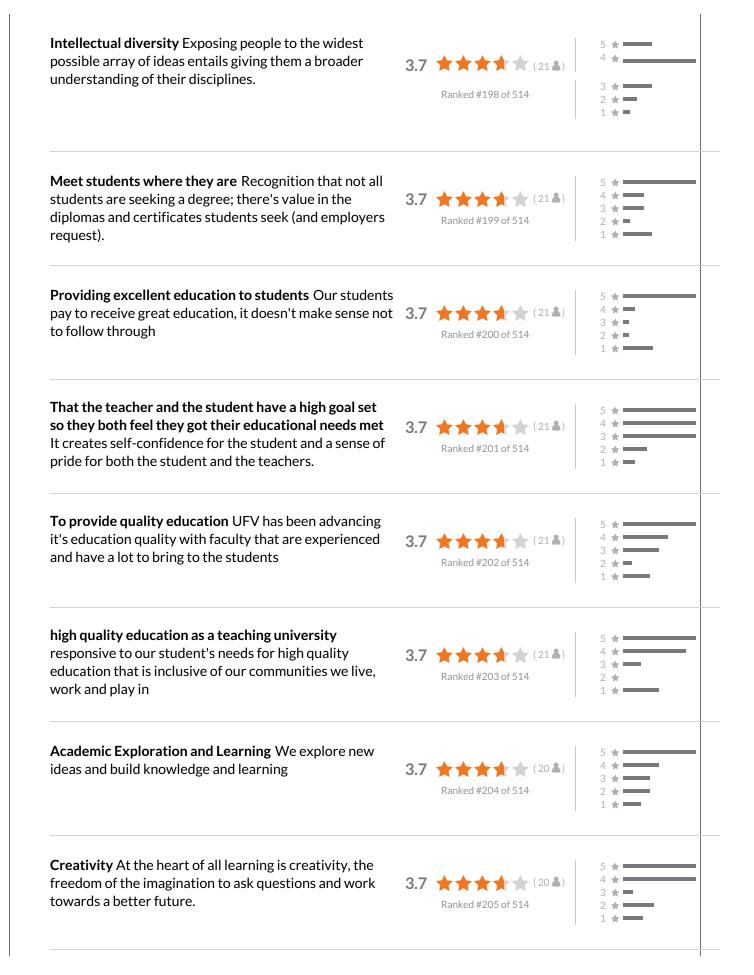


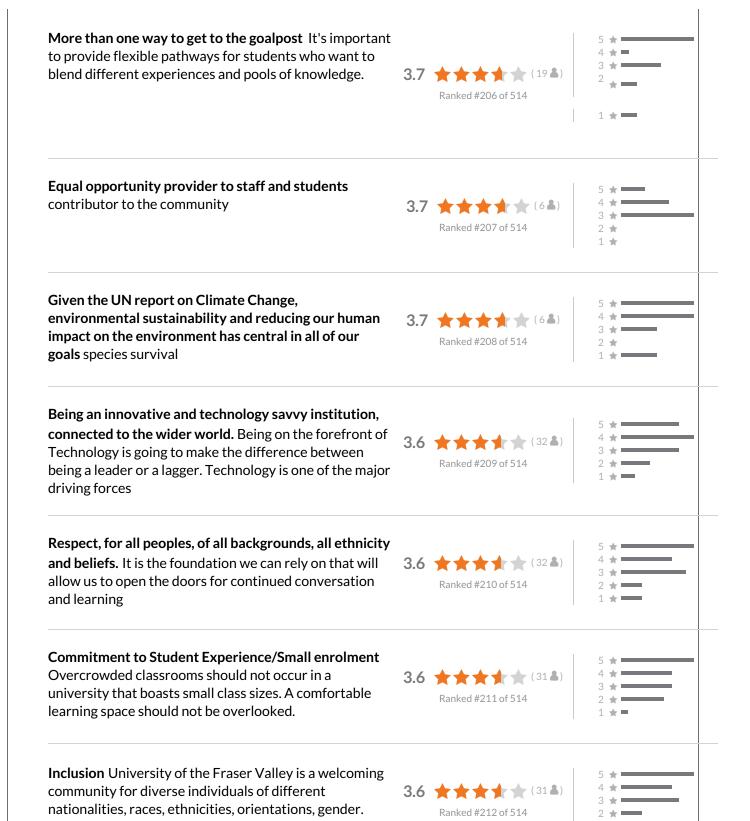


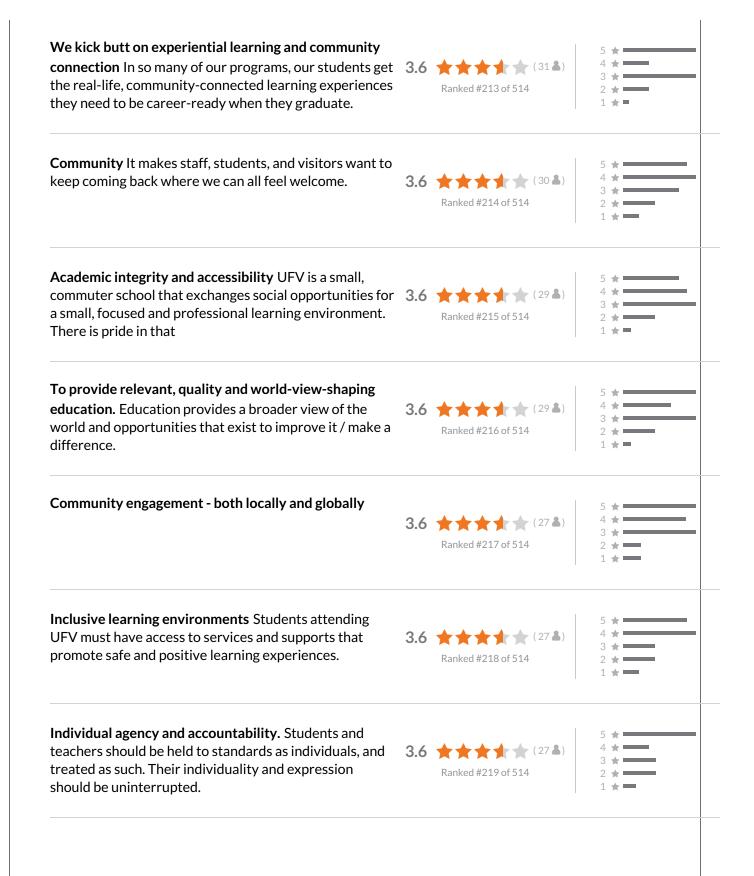




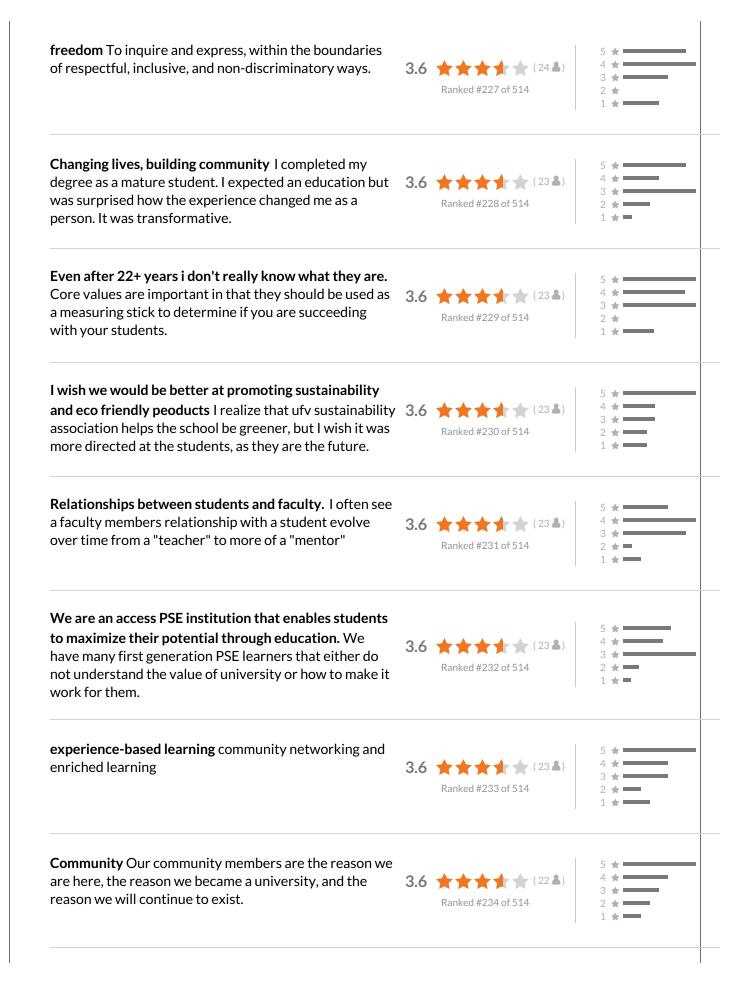


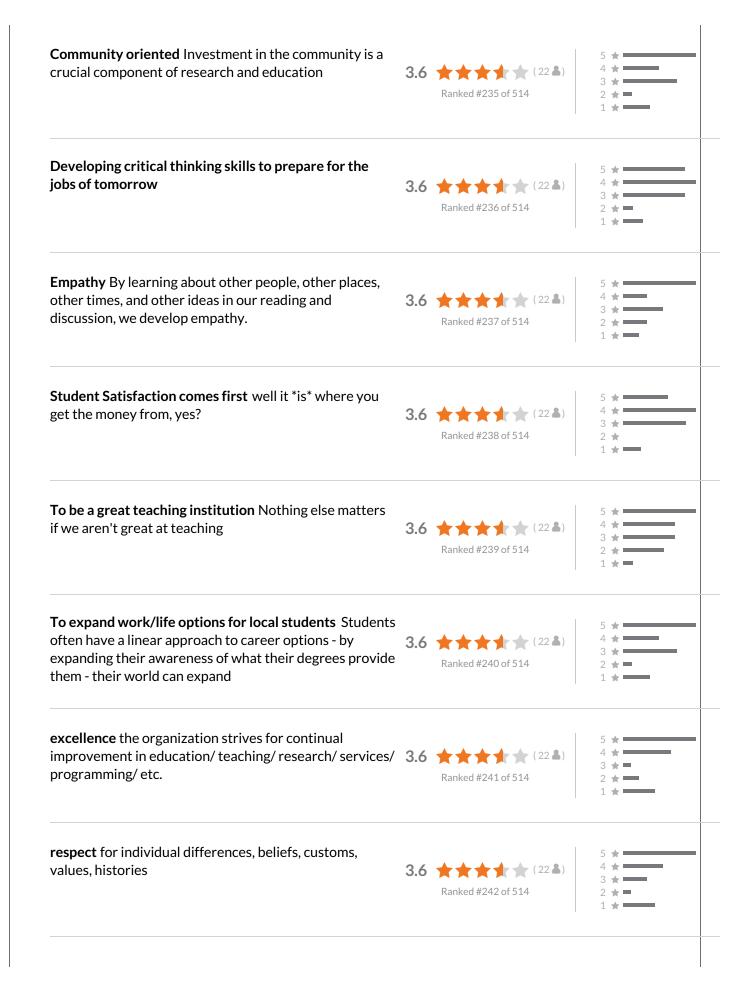


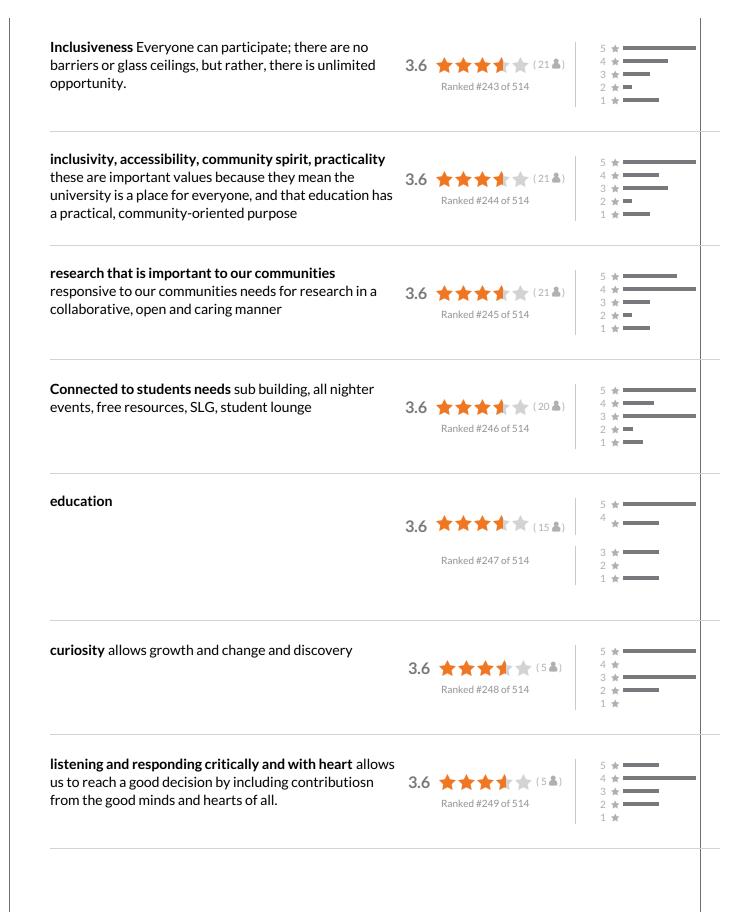




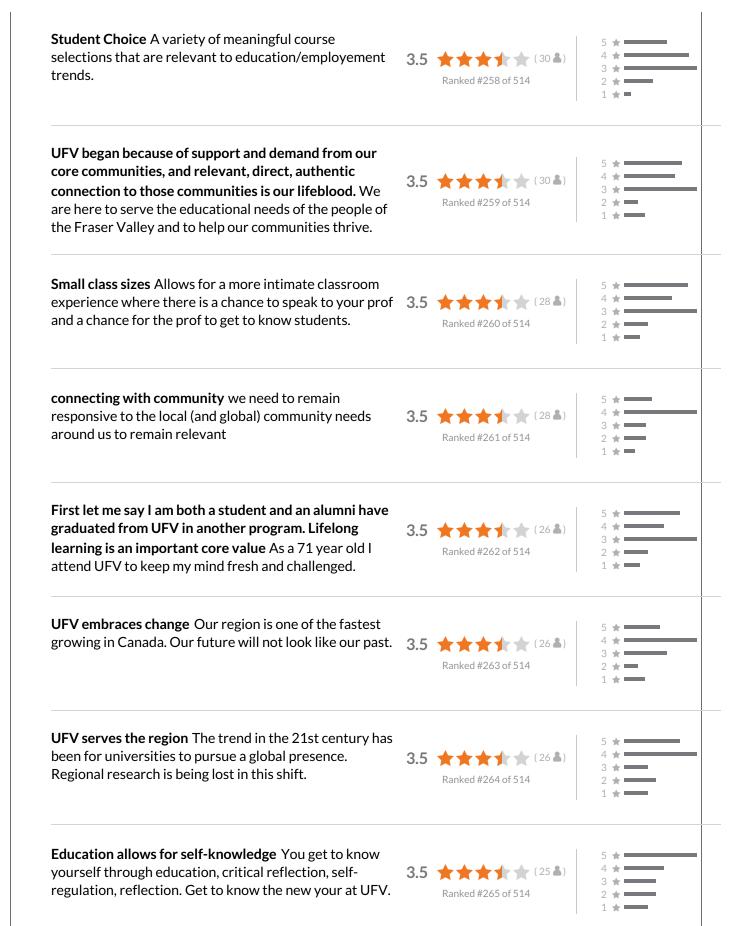
Instead of focusing on just the Fraser Valley i.e. "programs that serve the diverse needs of the Fraser Valley region..." UFV should focus on all BC All potential 3.6 BC post secondary students should know what a great Ranked #220 of 514 deal UFV is especially as UFV moves into the online world **Equal opportunity** UFV treats everybody equally. Ranked #221 of 514 **UFV wants to be a global community** This allows UFV students to travel the world, and we also welcome folks from all over the world to have a unique experience at our school. Ranked #222 of 514 Accountability to all stakeholders: students, employees, tax payers, the Ministry, etc. We are a public institution and require public support to achieve Ranked #223 of 514 our mandate. I think UFV's core beliefs are to create an inclusive, ethnically diverse school This is important because it welcomes all people, and provides opportunities to Ranked #224 of 514 people who may not get those opportunities elsewhere Community Integration UFV is a regional university, and therefor is primed to be community/industry oriented Ranked #225 of 514 **Inclusion** I came to UFV because it accepted and nurtured me, regardless of my past Ranked #226 of 514

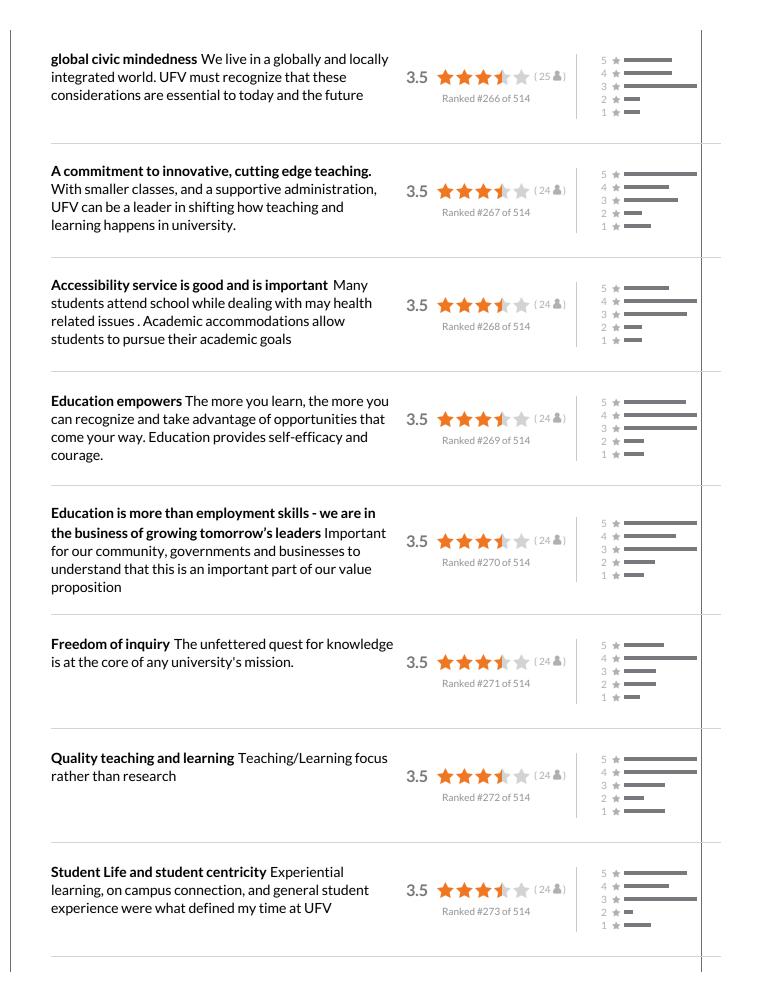


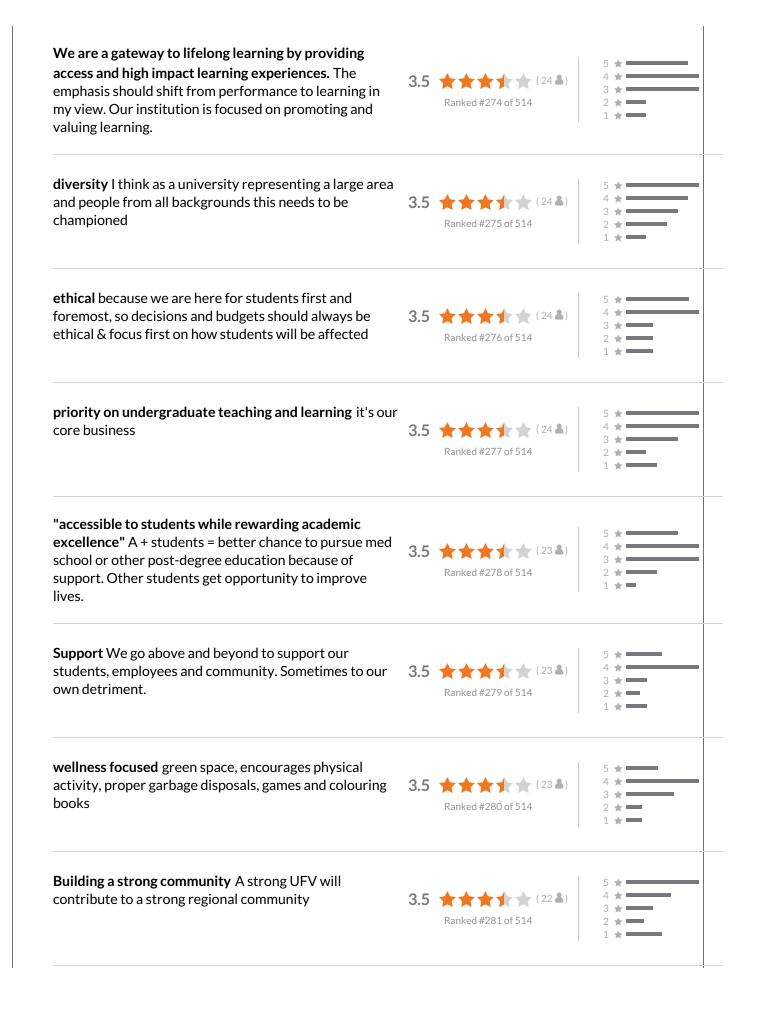




valuing and building on abilities recognizes contributions and strenghts of participants	3.6	** * * * * (5 &) Ranked #250 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
<b>Collaboration</b> Continue to find the synergies between programs, departments and people. Strengthen our purpose by being joined at the hip.	3.5	(32 <b>a</b> ) Ranked #251 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★ =
<b>Academic Integrity</b> I haven't been to a single exam in 5 years where I haven't seen cheating.	3.5	(31 <b>a</b> ) Ranked #252 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Accessibility University studies are available to those who otherwise may not have the opportunity to attend due to cost, distance, work, and other commitments.	3.5	(31 <b>a</b> )  Ranked #253 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Accessibility. We serve a diverse community and accessibility is important.	3.5	★ ★ ★ ★ (31 ♣) Ranked #254 of 514	5 ★ — — — — — — — — — — — — — — — — — —
<b>Students First in everything.</b> Students are the only reason we are here and should drive the need for change as well as the required changes.	3.5	(31 <b>a</b> ) Ranked #255 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
To push each other to grow academically, socially, emotionally. I think University is a stage in life where we are meant to experiment, question what we know, and encourage others to do the same.	3.5	** ** ** (31	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Better education with smaller class sizes It's better to connect with professors for students, and also for students to get to know one another as well.	3.5	(30 <b>a</b> )  Ranked #257 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★





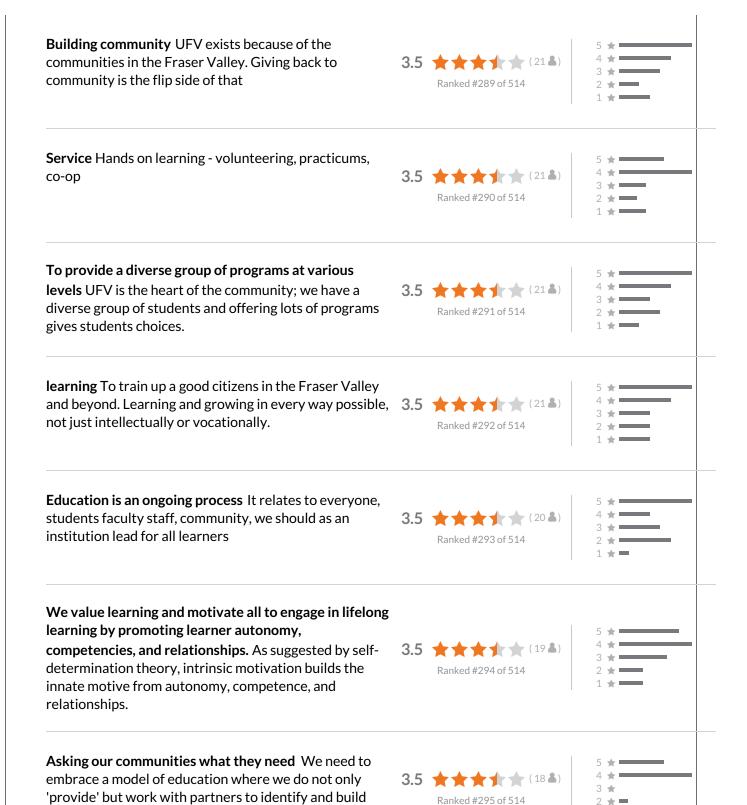


**Engage community** Engage with the community to let them more fully know what we have to offer. Ranked #282 of 514 Learning is an ongoing process essential for both career progress and actualizing human potential. It is making sure that future students are aware that UFV will do the Ranked #283 of 514 best to help you to archive your goal. Processes are important but not more important than serving our students and community. Looking at our recruitment and retention rates is a good place to start. Ranked #284 of 514 Is it easy to navigate our admissions process? Can students access support? Putting the student and our community at the heart of all our work. UFV should be all about enhancing the lives 3.5 \(\phi \phi \phi \phi \phi \) of our students and our community. We need to identify Ranked #285 of 514 barriers to learning and participation. **Students' Success** To equip students for access to a learning economy. And in doing so prepare them for work/life readiness UFV gives students access to an education that can help Ranked #287 of 514 the achieve their hopes for a better life. It is our responsibility to ensure they are ready!

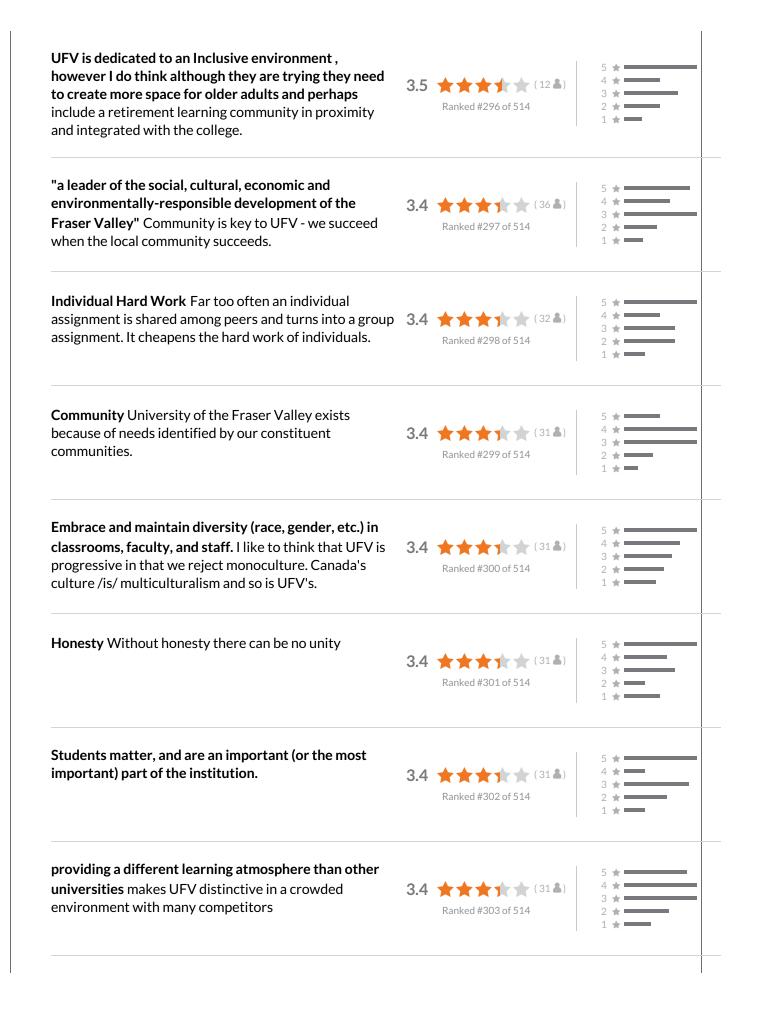
To provide the best education to support the needs of students in the Fraser Valley We understand the community of the FV, its students, and educational requirements. We want to prepare those students for an exciting future.

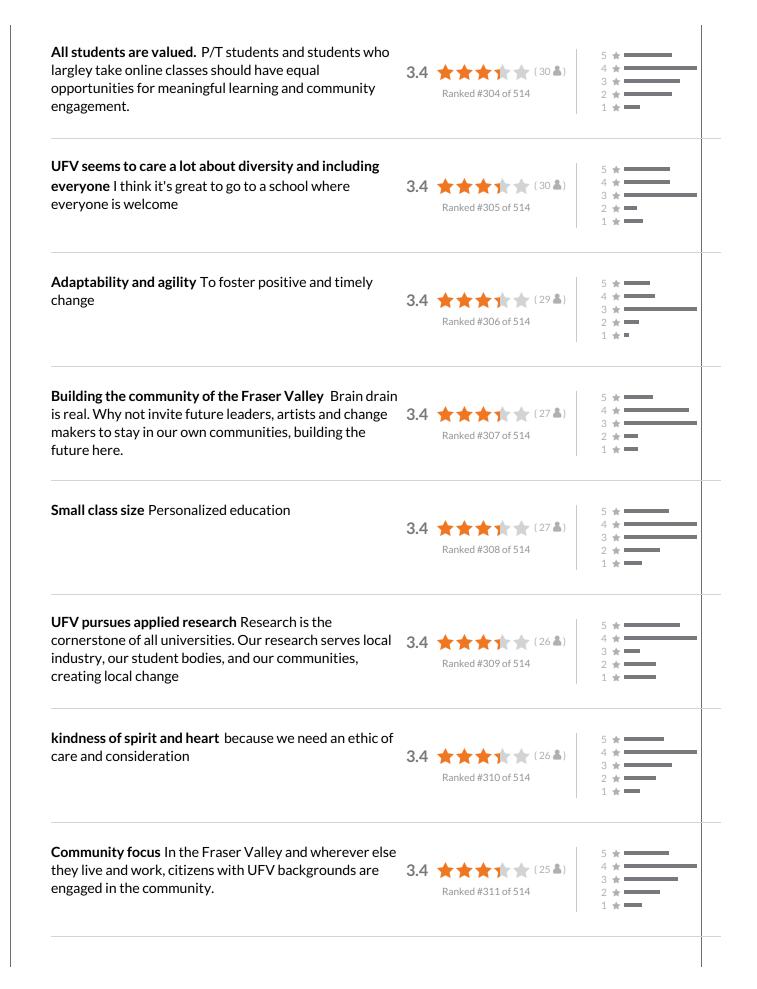


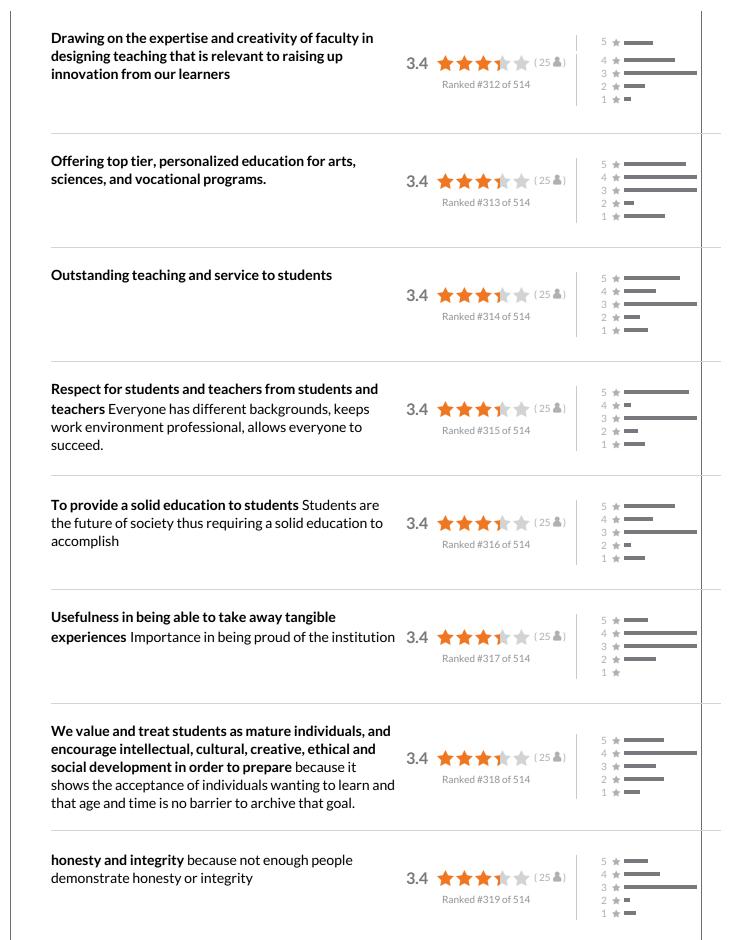


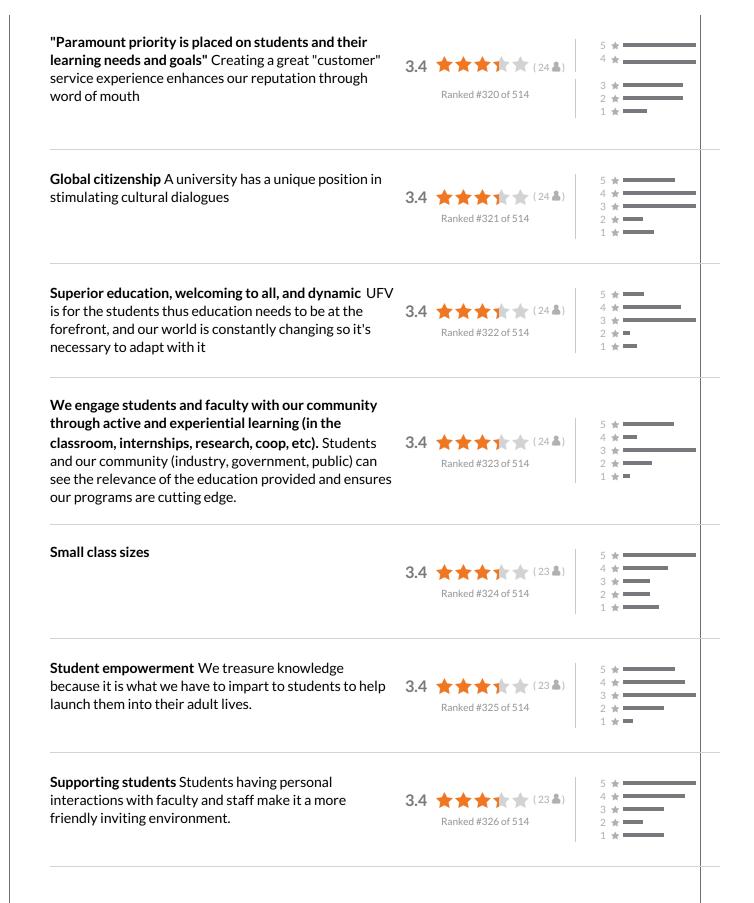


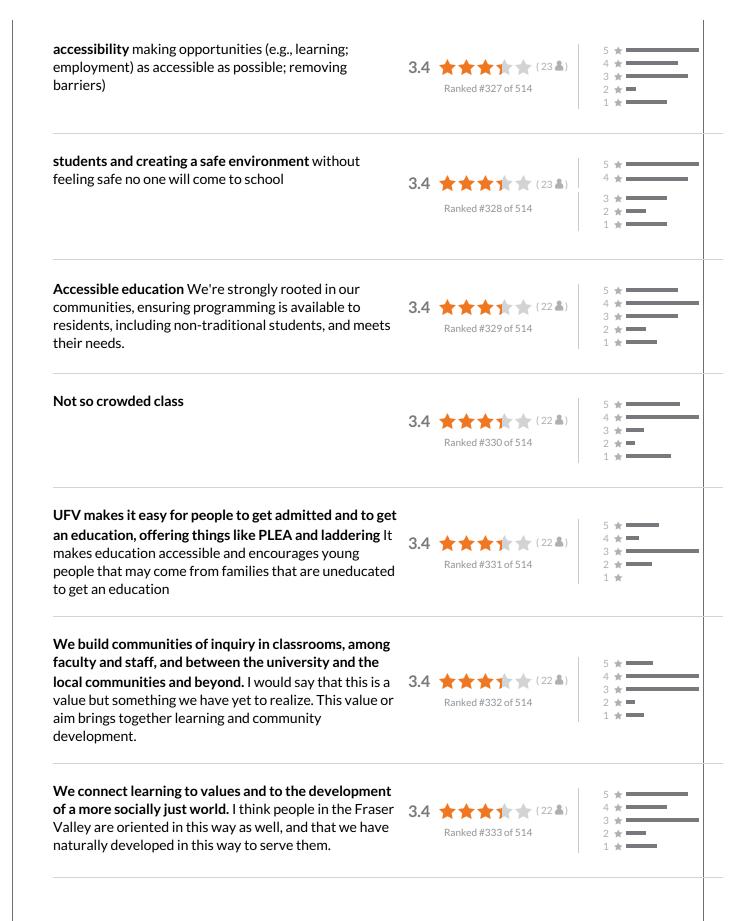
capacity.

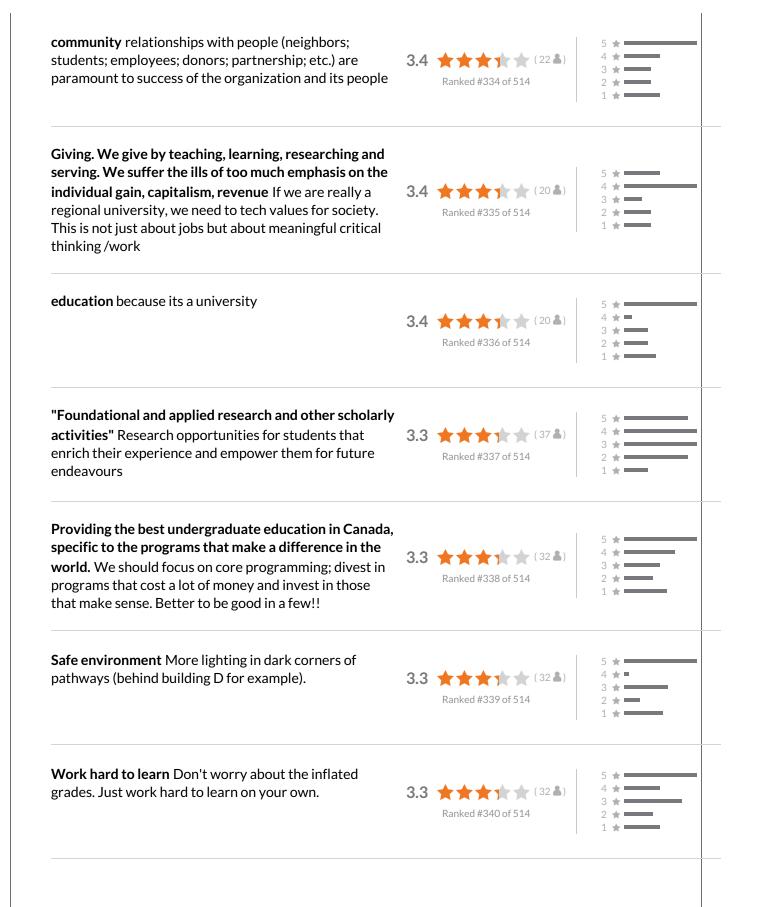


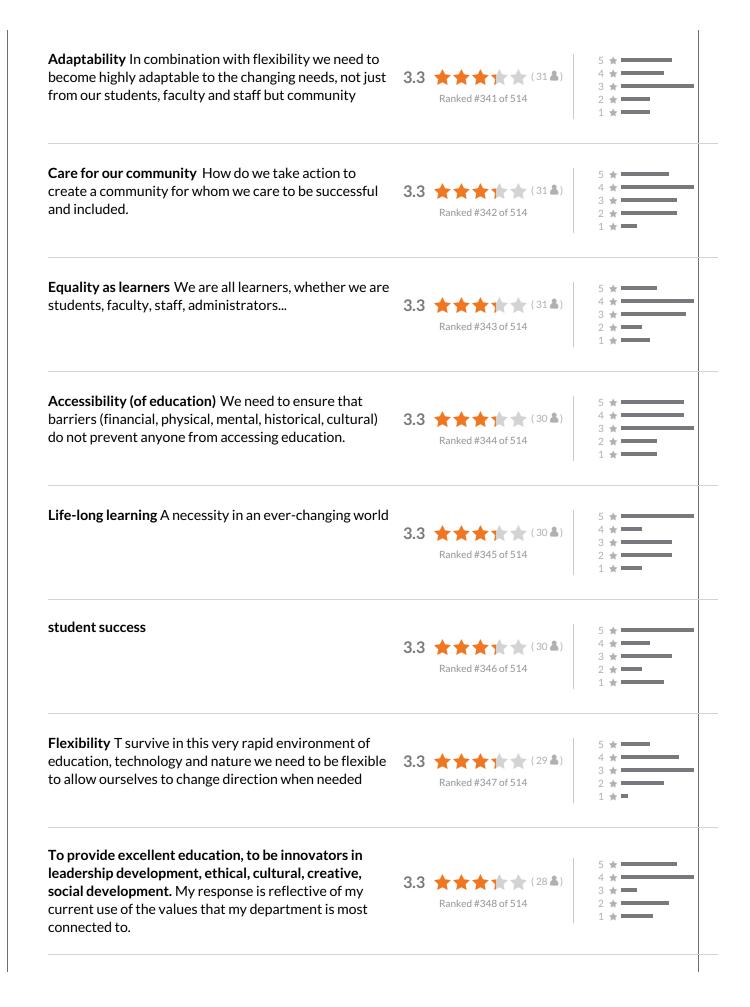


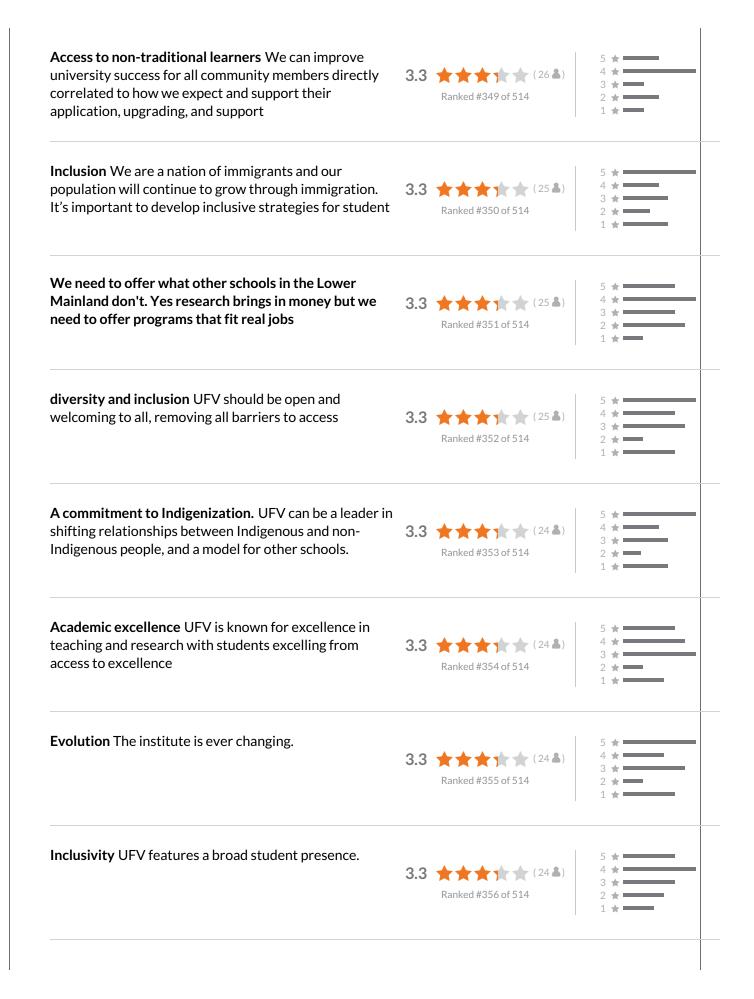


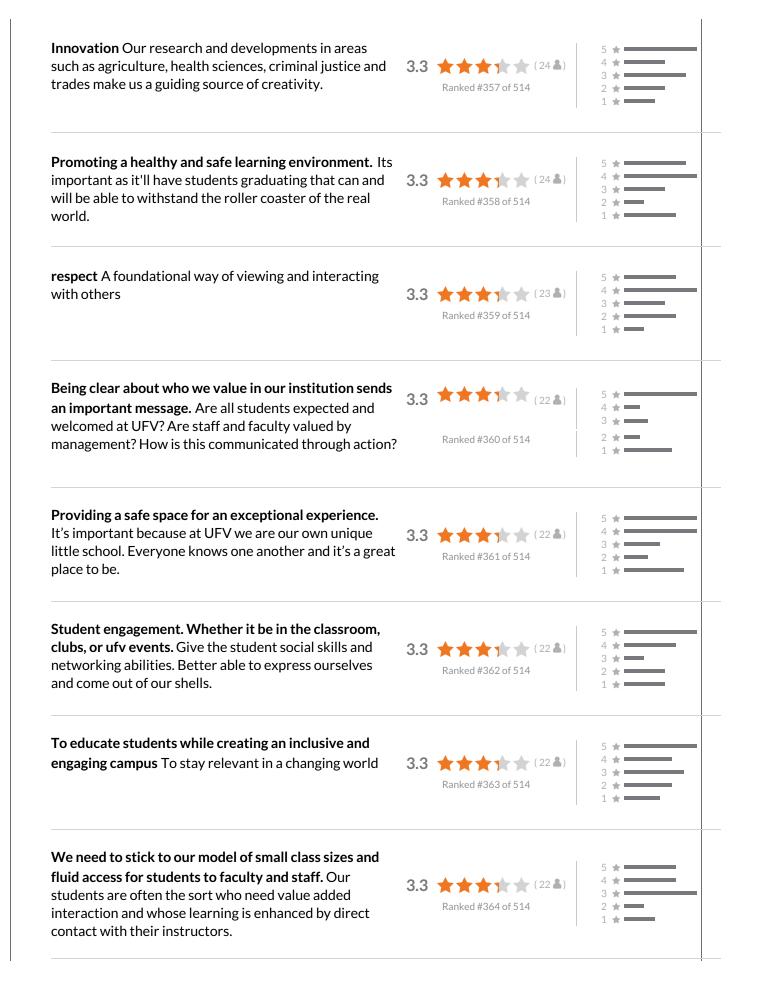












<b>Providing support</b> Ensuring UFV is accessible to a diverse group of students from all cultural and social backgrounds and personal abilities.	3.3	(21 <b>a</b> ) Ranked #365 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Satisfying post-secondary education requirements Providing quality, standardized education allows students to confidently prepare for and enter the work force	3.3	(21 <b>&amp;</b> ) Ranked #366 of 514	5 ★ 4 ★ 3 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4
UFV believes in promoting and spreading awareness of the Stolo nation. Hard to say, I haven't researched it too much. How do land acknowledgements actually help the Stolo people? What is UFV doing to support them?	3.3	(21 <b>A</b> )  Ranked #367 of 514	5 <b>*</b> 4 <b>*</b> 3 <b>*</b> 2 <b>*</b> 1 <b>*</b>
to serve and retain the students in our community people of the valley want to keep there family close by	3.3	(21 <b>a</b> )  Ranked #368 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Community	3.3	★★★★ (20 ♣) Ranked #369 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Students are well prepared to go to other institutions for higher education or get employed and have a good reputation in the society.	3.3	★★★★ (20 ♣) Ranked #370 of 514	5 ★ ———————————————————————————————————
careers everyone needs money	3.3	(14 &) Ranked #371 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★ — —

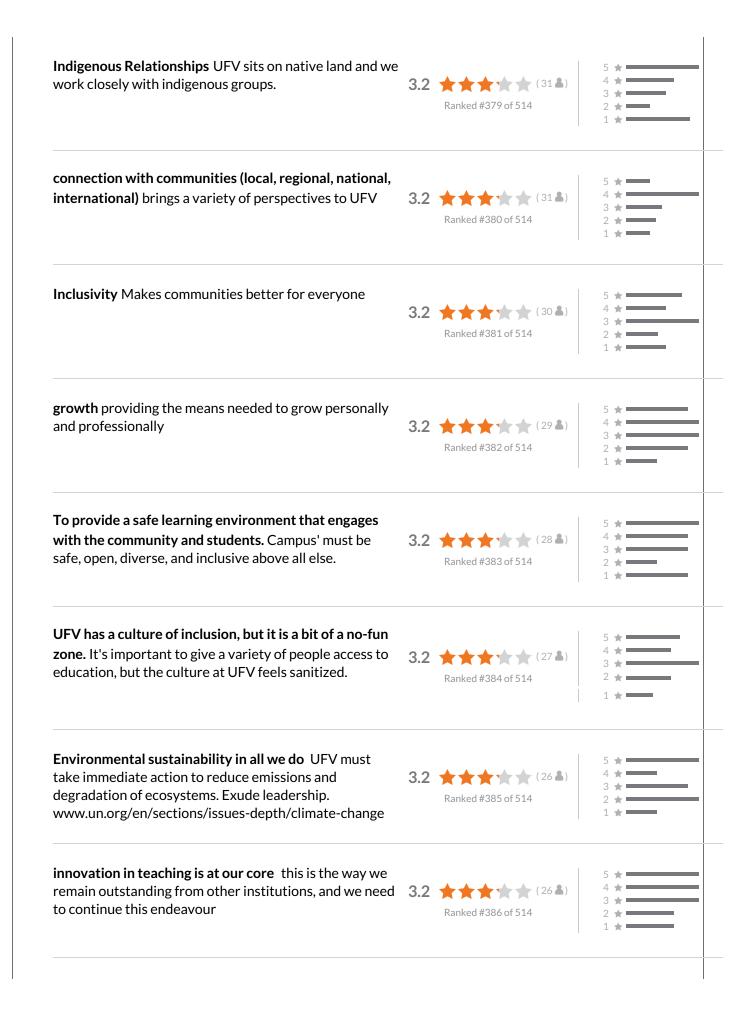
It would be helpful if they got on board with Post Secondary Inclusive Learning which is present at places like UBC and in most colleges in Alberta where persons 3.3 \* who do not meet academic accomodations can still Ranked #372 of 514 participate in programs with their peers...see STEPS BC and Inclusive Post Secondary Educ **Students first** Changing Lives Building Community Push the boundaries of Indigenous education and relations (since we're on Stolo territory) UFV is a pioneer in improving Indigenous relations! We need to Ranked #374 of 514 question what it means to be on Indigenous land, and our identity from that history. **Building a community** UFV is a local university that educates student in hopes they will build a better community for everyone. **Diversity and inclusiveness** It the Canadian value proposition Ranked #376 of 514 **Honesty** It is the foundation of all Virtues Ranked #377 of 514 I am not sure what they are, but I would like them to be

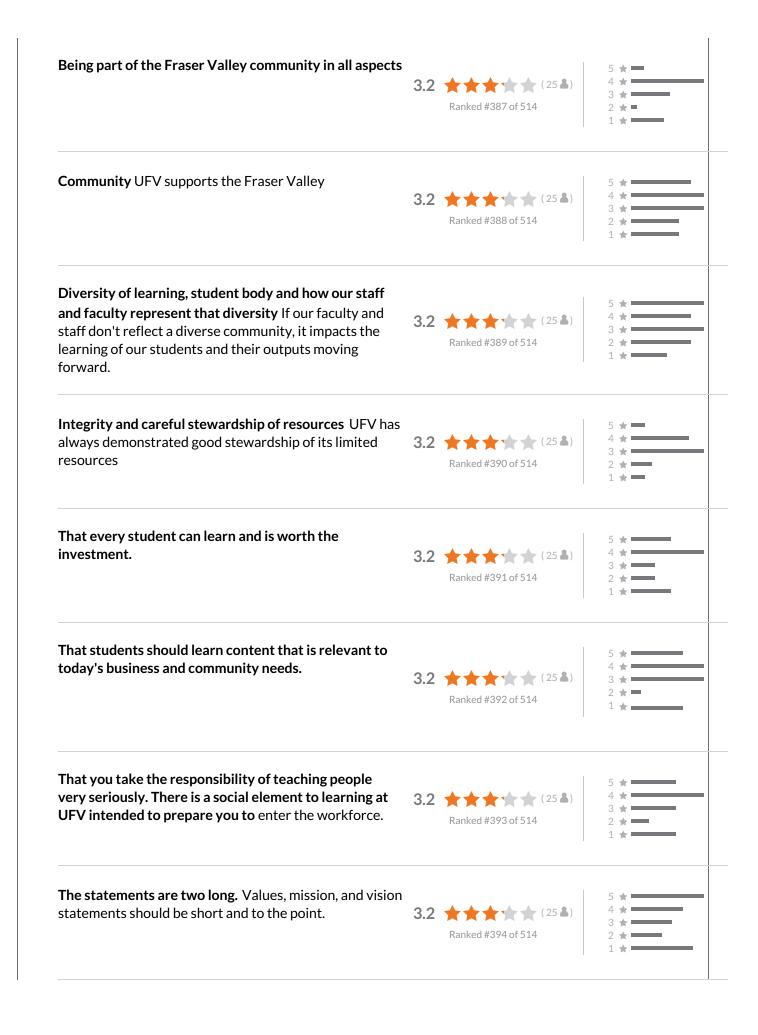
I am not sure what they are, but I would like them to be equality, inclusion, diversity, relevance, excellence.

Brilliance in people can only be fully realized if they are loved, and cared for in a secure and protective environment.







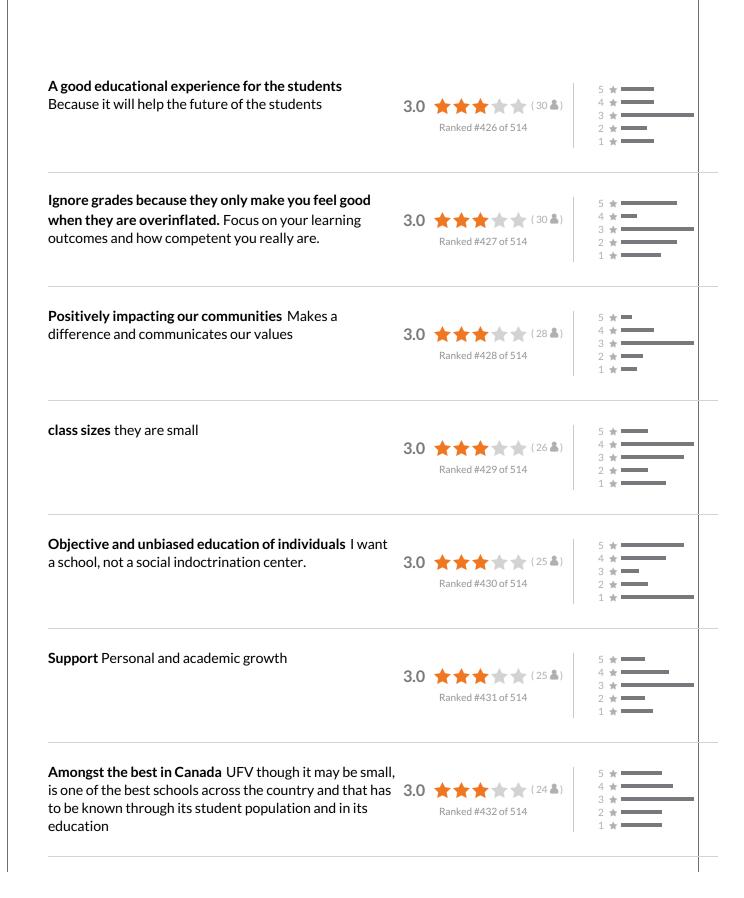


Values alluded to like student-centredness, excellence. etc. are good but I wonder if we can find synonyms that are more unique to UFV? Some values are so universal Ranked #395 of 514 that they can feel cliched and therefore be drained of their meaning. **environmentalism** today's world requires that we make decisions with environmentalism as a core value Ranked #396 of 514 As a people, we are collegial, nurturing, respectful, innovative, collaborative and stand for equality Ranked #397 of 514 **Transformation** Student's grow and transform through UFV's departments. everyone matters **preparing people for success** it benefits individuals and society/the economy/mental health/families Ranked #400 of 514 supporting the Aboriginal & LGBTQ communities they haven't been valued or respected in the past Ranked #401 of 514

A connection with the professor.	3.2	** ** ** (22 <b>&amp;</b> ) Ranked #402 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Looking at the use of sessional and LTA instructors is part of this value message. What are the rates of sessional faculty use now & historically? Are we rewarding and valuing faculty that have served UFV for 5+ years as sessionals?	3.2	★★★★ (22 ♣) Ranked #403 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
trying to promote diversity trying to bring the world to abbots ford and to the school	3.2	* * * * * (22 &) Ranked #404 of 514	5 ★ 4 ★ 3 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4
To provide excellent undergraduate teaching.	3.2	* * * * * (21 &) Ranked #405 of 514	5 ★ 4 ★ 3 ★ = 2 ★ 1 ★
<b>community</b> It's where we live; it's where we work; it's where we try to make a difference	3.2	** ** ** (21	5 ★ 4 ★ 3 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4
UFV has committed to being innovative, entrepreneurial and accountable. Strong statements	3.1	* * * * * (35 &) Ranked #407 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Community based. We need to serve our community.	3.1	* * * * * * (32 &) Ranked #408 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
students-centred	3.1	(32 <b>A</b> )  Ranked #409 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★

Celebration of cultural diversity and a commiment to indigenization, including answering the TRC calls to action	3.1	★★★★ (30 ♣) Ranked #410 of 514	5 ★ 4 ★ 3 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4
inclusion It's important for the academic performance as well as cultural growth.	3.1	(30 <b>A</b> )  Ranked #411 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★ — —
To provide excellenct post secondary education in the Fraser Valley It's important to provide the Fraser Valley communities with education opportunities within the region.	3.1	★ ★ ★ ★ (29 ♣) Ranked #412 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
<b>opportunities</b> giving students, staff, alumni, etc opportunities to grow and learn	3.1	* * * * * (29 <b>&amp;</b> ) Ranked #413 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Making students ready for the workforce Students need to be ready for their careers	3.1	** ** ** (27 *) Ranked #414 of 514	5 ★ — — — — — — — — — — — — — — — — — —
Acting upon local issues We have the most power on the local level and few understand this today. think locally and act locally! we have the most power this way	3.1	** ** ** (24	5 ★ ———————————————————————————————————
Attracting and retaining the best teaching faculty. Since good salaries are not an option, good job security, workload are really important.	3.1	** ** ** (24	5 ★ ———————————————————————————————————
Best undergraduate eduction	3.1	A A A A (24 &)  Ranked #417 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★

3.1	(24 <b>a</b> ) Ranked #418 of 514	5 <b>*</b> 4 <b>*</b> 3 <b>*</b> 2 <b>*</b> 1 <b>*</b>
3.1	** ** * * (24	5 * 4 * 3 * 2 * 1 *
3.1	(23 <b>a</b> ) Ranked #420 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
3.1	** ** * * (22 <b>&amp;</b> ) Ranked #421 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
3.1	(22 <b>a</b> ) Ranked #422 of 514	5 ★ ———————————————————————————————————
3.1	★★★★ (22 <b>&amp;</b> ) Ranked #423 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
3.1	(21 <b>a</b> )  Ranked #424 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
3.0	* * * * * (32 &) Ranked #425 of 514	5 * — 4 * — 3 * — 2 * — 1 * —
	3.1 3.1 3.1	3.1 ************************************



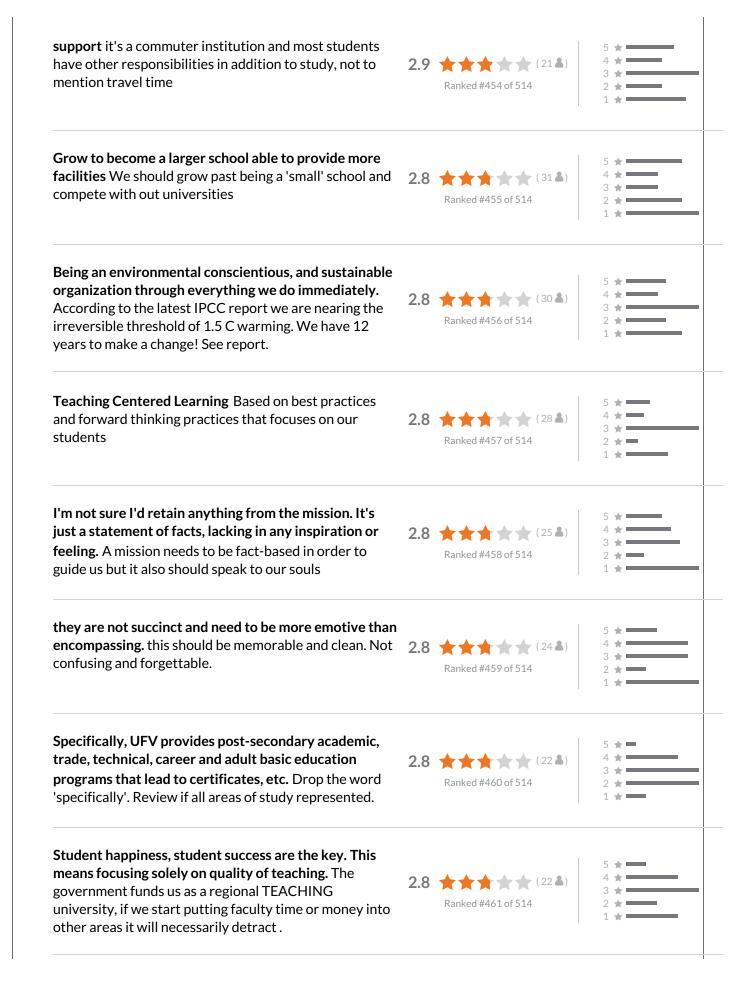
<b>Inclusivity</b> A diverse community sponsors a diverse, well-rounded education.	3.0	Ranked #433 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Interactive teaching	3.0	* * * (24 &) Ranked #434 of 514	5 * 4 * 3 * 2 * 1 *
<b>Education</b> It's a school, that's kind of the main idea.	3.0	★★★★ (23 ♣) Ranked #435 of 514	5 * 4 * 3 * - 2 * 1 *
To prepare citizens for today and tomorrow. To give them an understanding of what the market demands and how to make enough income to help support a family.	3.0	* * * * * (23 &) Ranked #436 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
have been given the tools that will carry them into lifelong learning .	3.0	★★★★ (22 ♣) Ranked #437 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Diversity, equity and social justice are important to many of us. Does UFV value these things? If the answer is 'yes', then we need to do more We will be left behind, given that we live in a multiracial, multilingual society, with extraordinary inequality.	3.0	* * * * (21 &) Ranked #438 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
UFV has been able to grow from a very tiny institution to a successful university bec UFV wants to continue to grow, so past successes provide impetus for future growth	3.0	A A A A (21 &)  Ranked #439 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★

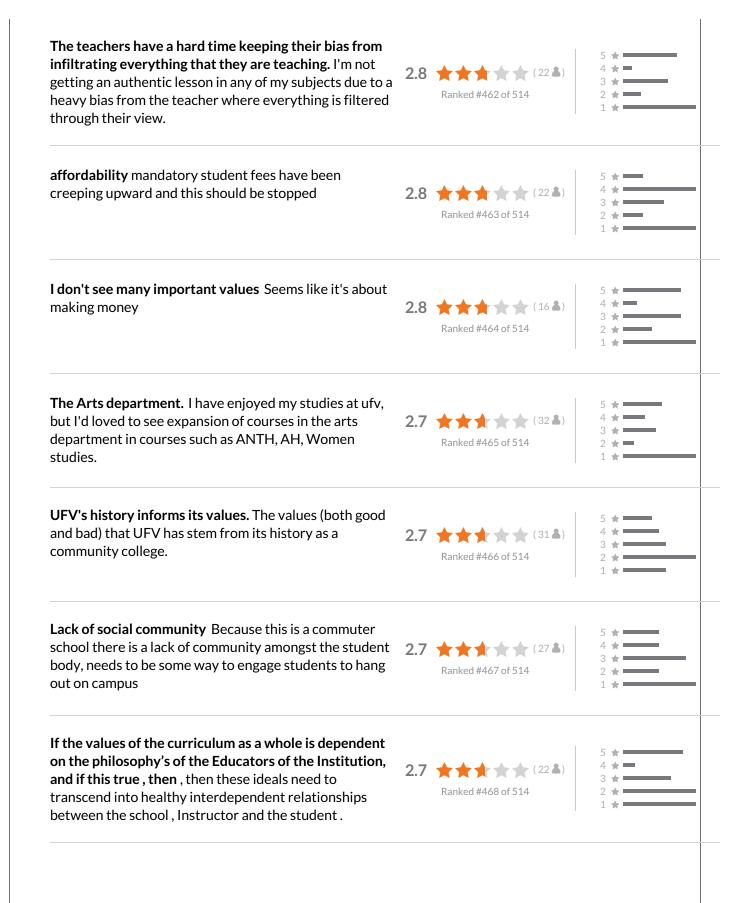
housing theres not enough student housing in this city	3.0	* * * (15 &) Ranked #440 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
More female and minority professors! Canada is a diverse place and so is our campus. I would love to see other perspectives.	2.9	★ ★ ★ ★ (32 ♣) Ranked #441 of 514	5 ★ 4 ★
The right to post-secondary education. Everyone deserves the chance to pursue their goals through education	2.9	* * * (32 *) Ranked #442 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
<b>Education</b> Without proper education it is impossible to have a fully functioning society	2.9	★★★★ (31 ♣) Ranked #443 of 514	5 ★ ———————————————————————————————————
Connecting the community to build a stronger institution. There should be a campus shuttle connecting Mission and Abbostford. It would make traveling safer and provide more jobs for students.	2.9	★ ★ ★ ★ (30 ♣) Ranked #444 of 514	5 <b>*</b>
Quality education Inclusion	2.9	★★★★ (29 ♣) Ranked #445 of 514	5 * 4 * 3 * 2 * 1 *
Meeting the needs of our community as determined by them (not us). If we want our community to support us during lean times, we have to have supported them.	2.9	★★★★ (25 <b>&amp;</b> ) Ranked #446 of 514	5 ★ ———————————————————————————————————

Online degrees UFV offers degrees not available anywhere else and the online aspect is important	2.9	★ ★ ★ ★ ★ (25 ♣) Ranked #447 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
To be a "safe space" for students to not experience hate, discrimination, or any uncomfortable emotional feelings unless it's "academic stress" So UFV can attract international students and other religious students from the Valley. Also so that UFV does not get 'negative' press.	2.9	★ ★ ★ ★ (25 ♣) Ranked #448 of 514	5 ★ ———————————————————————————————————
holistic student development for maxim student success	2.9	A A A (25 &)  Ranked #449 of 514	5 * 4 * 3 * 2 * 1 *
Inclusiveness Promotes positive on campus and in life	2.9	(24 <b>a</b> ) Ranked #450 of 514	5 * — 4 * — 3 * — 2 * — 1 *
International students' tuition fees are important Like all universities, UFV is squeezed for funding	2.9	★ ★ ★ ★ ★ (24 ♣) Ranked #451 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
Even thought UFV has many core beliefs they are not honoured by many sometimes especially by staff, let's work on that not only staff but students too	2.9	**************************************	5 * 4 * 3 * 2 *

Ranked #453 of 514

, I believe attitudes towards learning can be motivated through a skill level of the instructor that include listening, open dialogue of skill development.





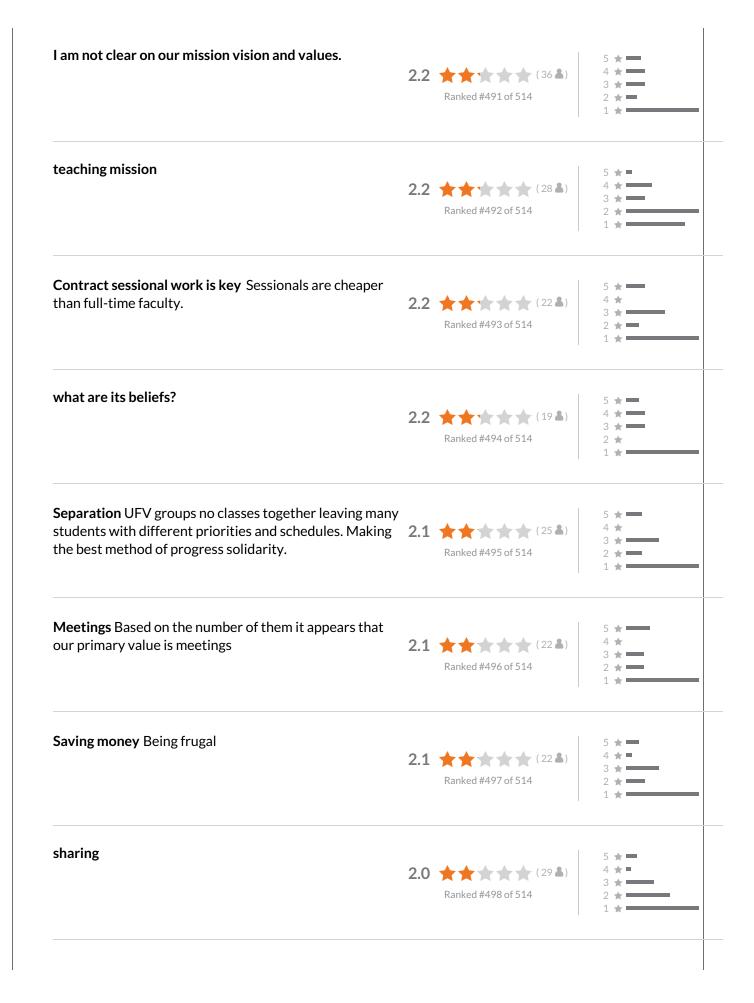
If your values are what define ufv why are they not either shown on your main web page of have a direct link to them. Doing a search brings up the the path "www.ufv.ca/about/vision-mission-values" going to the Ranked #469 of 514 about page still can't find that link. My conclusion is that they can't be that import Need a better job at advertising the different opportunities and places around campus Student orientation was awful last year and it felt like no one Ranked #470 of 514 wanted to be there. I'm in my 2nd yr & still only discovering different groups & rooms Simple teaching that follows an uncritical text and readings only produces followers. Leaders need to challenge, review and redirect social action **options** the community has different and varied interests Ranked #472 of 514 Looking at the use of fixed-term contracts and rolling contracts for admin staff is part of this value message. Admin staff are crucial to the functioning of UFV. How do Ranked #473 of 514 we show admin staff that we appreciate the work they do especially when changes are needed? **Selling classes.** There are too many classes that don't aim at specific goals. Students need to be given information targeted toward jobs. Ranked #474 of 514 wellness orientation

Ranked #475 of 514

A new you - with change comes opportunity	2.6	A A (25 &)  Ranked #476 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
UFV states that it wants to provide the best undergraduate education in Canada This statements gives the institution a goal, and sets the standard as high as possible for educational practice.	2.6	(24 <b>a</b> ) Ranked #477 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
To be the best small undergraduate university in Canada It may be important to UFV because they want to make money	2.5	(23 <b>A</b> )  Ranked #478 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
<b>Economy</b> It seems most spending/repairs are not really in the interests of current students, and more for the future of the University.	2.5	A (22 &) Ranked #479 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
Pushing the envelope	2.5	(6 <b>a</b> )  Ranked #480 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
And more vegan options. Just saying :)	2.4	(22 <b>A</b> ) Ranked #481 of 514	5 ★ 4 ★ 3 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4 ★ 4
education it's an educational institution	2.4	(22 &) Ranked #482 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ 1 ★
Although UFV has some great values and core beliefs, the majority of the teachers (that I have encountered) do not represent the school very well. In fact, they often give the opposite response. I have never been more humiliated and targeted by my profs than here.	2.4	(20 <b>a</b> ) Ranked #483 of 514	5 ★

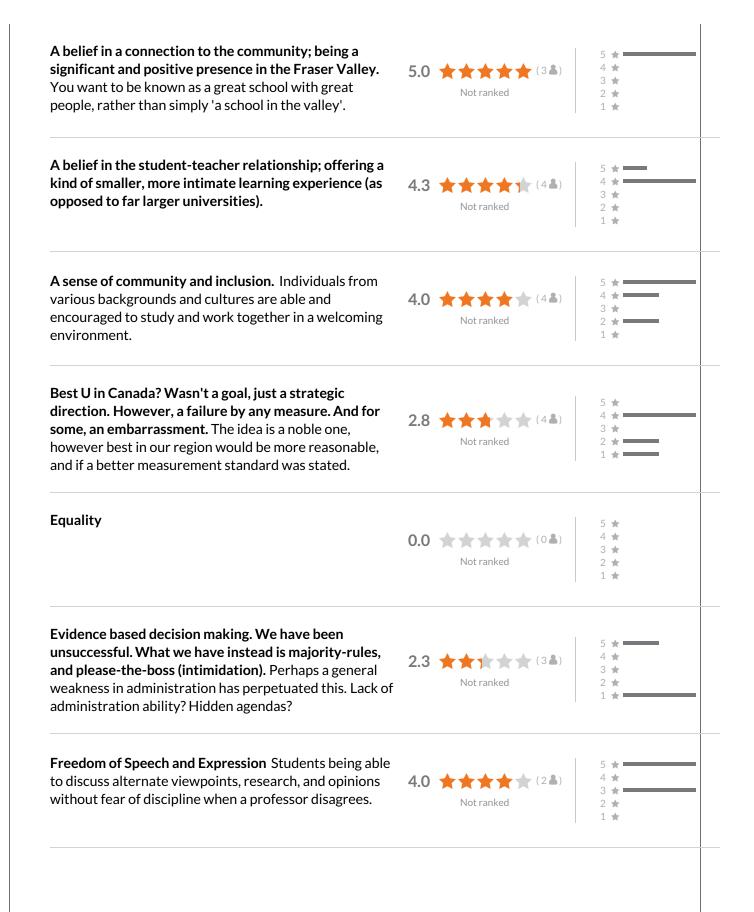
principles which serve that end. Because UFV is a university and those need money to survive. They're incentivized to act like businesses.	2.3	(31 <b>a</b> ) Ranked #484 of 514	4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
Bringing more and more International students from India and maximizing profits as much as possible. Local students lack of support. The school lacks of diversity. The school also should expand locally and draw more students from Vancouver area	2.3	(24 <b>a</b> ) Ranked #485 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ = 1 ★
Our most important values should be Tradition, and acting upon local issues. In a world of partizan politics, specific values that have defined us in the west have started to be abandoned	2.3	(24 <b>a</b> ) Ranked #486 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
Parking is becoming messy starting to get annoyed with all the VIP parking and Shuttle parking that take up valuable limited spots to paying students	2.3	(24 <b>a</b> ) Ranked #487 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
there are numerous groups that post throughout the Abbotsford Campus it would sever the university if they were to take different their values and goals and paint them on various walls so people can reflect on the statements made.	2.3	(23 <b>a</b> ) Ranked #488 of 514	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
I don't know what they are! That could be significant	2.3	A (22 &) Ranked #489 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
I don't know what their values truly are	2.3	A A (21 &)  Ranked #490 of 514	5 ★ 4 ★ 3 ★ ■ 2 ★ ■ 1 ★

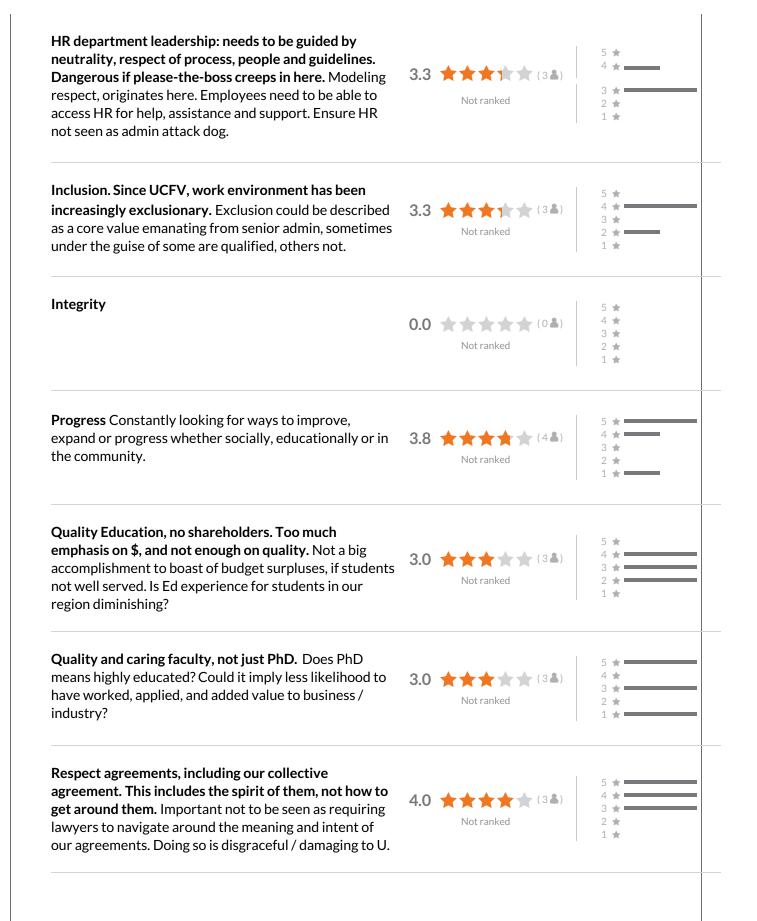
Money/Funding. So, whatever status quo beliefs or

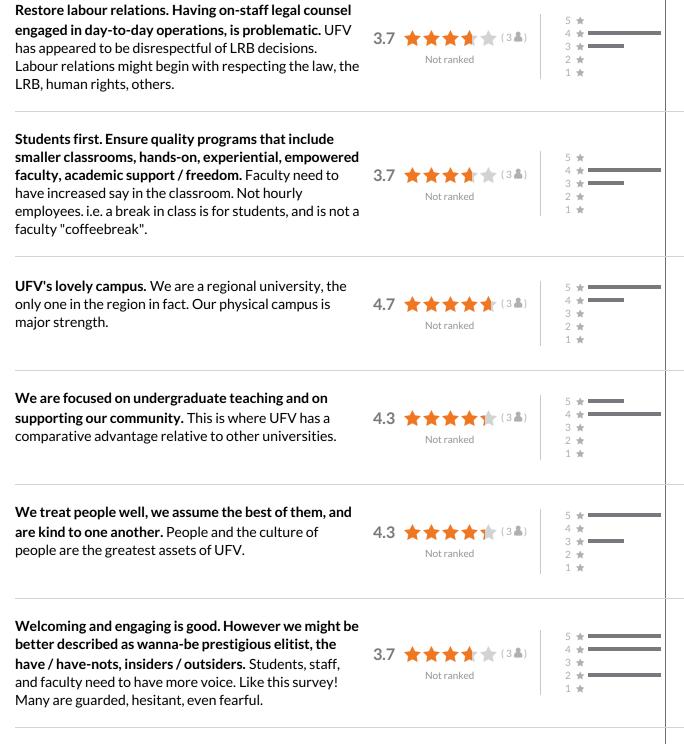


I wish they had the sports there then that they have now. I am still an national athlete	2.0	Ranked #499 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■
Lack of food options The Canoe was great offering lots for low cost. Tim Hortons is wayyyy too busy, Fairground and Triple O's are too expensive/not lots of options	2.0	★★★★ (24 ♣) Ranked #500 of 514	5 ★ = 4 ★ = 3 ★ = 2 ★ = 1 ★
best undergraduate education in Canada best undergraduate education globally	2.0	(24 <b>a</b> ) Ranked #501 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
It might have been a good idea to iterate the existing core beliefs Just saying	2.0	(23 <b>A</b> )  Ranked #502 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
Not sure what they are.	2.0	(21 <b>a</b> ) Ranked #503 of 514	5 ★
Making money Because everyone likes money	1.9	(31 <b>a</b> )  Ranked #504 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
I don't know what the elements of our existing statement of values and mission are.	1.8	(29 <b>a</b> ) Ranked #505 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
It was a great school for me. I graduated there and got a job there as well.	1.8	(25 <b>a</b> ) Ranked #506 of 514	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★

1.8 * * * * * (24 &) Ranked #507 of 514	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
1.7	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
1.7 * * * * * * (24 &) Ranked #509 of 514	5 * = 4 * = 3 * = 2 * = 1 *
1.6	5 ★ ■ 4 ★ 3 ★ ■ 2 ★ ■ 1 ★
1.6	5 ★■ 4 ★■ 3 ★■ 2 ★■ 1 ★
1.5 * (24 &) Ranked #512 of 514	5 ★■ 4 ★ 3 ★ ■ 2 ★ ■ 1 ★
1.4	5 ★■ 4 ★ 3 ★■ 2 ★ 1 ★
1.3	5 ★■ 4 ★
	1.7









Empower, support, acknowledge, understand. Directing without listening / understanding is counter productive. An ombudsperson is suggested.





**respect** We all have a job to do. Each of us should want to and be able to say "my" U.

4.3 \* \* \* \* \* (3 &)

Not ranked

5 ★ 4 ★ 3 ★ 2 ★ 1 ★

### University of the Fraser Valley

Your thoughts on our values and mission

## **Q2** What are your thoughts about our existing values and mission? (ufv.ca/mission)

I do not feel that our values are clear I feel that the values should be clear, succinct and drive organizational behaviour/ results



I think the mission is too long and convoluted. It is not easily articulated or remembered. Everyone working at UFV should be able to understand the mission clearly if we are to take it to heart.



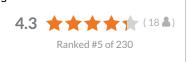
Our values and mission need to be clear and concise. These have to be relatable to all interested in being part our community. Nothing too long or complicated.



How do you measure "best in Canada"? Best undergraduate education in Canada sounds like a very lofty goal for a school that is more regional and local, this is not UBC or McGill.



Making students the priority is correct. UFV is nothing without students, and their success should be at the heart of what we do. How we measure success should go beyond grades & degrees.





**Diversity and Freedom of Expression** If we are truly diverse we will encourage the expression of all students' views, regardless of whether it is politically correct., or fits mainstream.





The existing values are good, but they are not easily remembered or articulated. They should be short and snappy - easy to remember.





**Be More Concise** The vision and values are very vague and broad. It's unreasonable to expect to the "best" yet simultaneously be focused on the Fraser Valley.



The best undergraduate education in Canada is probably unrealistic, and difficult to measure.



To provide the best education in Canada is not a SMART goal How can we measure that? How do we know we are achieving? I don't think it's reasonable that we could possibly be "the best," at everything. Timeline?





Existing vision is poorly defined and not measurable To say that we are here to

"provide the best undergraduate education in Canada" is meaningless because it is undefined and unmeasurable.





More emphasis should be placed on experiential learning Classroom learning is great, but so much more can be gained with diversity of learning experiences.





**Wordy, but reflective of practice.** UFV is accessible, professional, and dedicated to becoming better engaged in its community.





Critical thinking above "diversity" and

"openess" Diversity of thoughts and ideas is important. Diversity of cultures does not create diversity of ideas.





Education (includes, but) is more than career training: it's truly about "actualizing human potential". Our students should be wellrounded, multiply literate people with a lifelong passion for learning. Wide learning in the humanities should be a goal.





[UFV] is mandated to serve the postsecondary educational needs of its region.

Most students attend UFV as it is in the community within which they live. Our value is in providing relevant programming that meets their needs.





First line of mission statement should not be what we're told by the province that we need

Ranked #17 of 230

**to be** The first line of the mission statement should be what UFV defines for itself.

I think we need to stop saying we will provide the best undergraduate education in Canada Hard to measure. We don't get included in Maclean's rankings so making this claim hurts our reputation. It worked better when G&M used to rate us.



The values do not support the vision The vision is too broad, you want to provide the best undergrad education in Canada? But your value is to serve the fraser valley?



The existing Mission reads like policy and lacks life. Needs to demonstrate enthusiasm and sound like we believe in it.





**UFV** has committed to being...accountable Why has UFV become so 'top-heavy' in terms of permanent administrative positions in contrast to not enough permanent positions for faculty





"Best undergraduate" doesnt work. "Be a leader ... development of the FV " -should elaborate. "Applied research" is important to keep as a university Aspirations that are not measureable cannot be achieved. How do we know if we are a leader? Applied research is core to knowledge creation.





Need to keep shifting from the college model towards fully embracing our reality as a university This is what our students expect and deserve





The university needs to continue to promote the free exchange of ideas particularly for conservative-minded students, without fear of consequences,





The values/mission statements sound great in theory but it isn't put into practice as much. I feel that if UFV could fulfill all of the aspects mentioned in these statements then we would be AMAZING; however, we fall short in some areas





I don't think we can reasonable expect to be "the best undergraduate teaching institution in Canada" given our scope and resources. Let's have a reasonable, yet inspiring mission. The present one is fine, but we should speak more to how we do it.





Bland, nice statements that any politician could say. Unless the mission says something specific it's meaningless. Eg: I want to be a good person.





The idea that we "measure our success by the success of our students" resonates with me That, I think, is our central value.





best undergraduate degree - how do you measure that - its too broad





They are lengthy so difficult to remember Point form - easy to remember



We should stop referring to a teaching intensive university. We are a university. period. This means teaching, research and service. We need to have better supports for research, and better metrics for service. Many faculty do no service at all, and somehow that is allowed to go on





Inclusion is important, as well as respect of the students.



Changing lives, building community is okay This does describe us but comes across a bit condescending to me... prefer the mission statement to be more inspiring.



We are good at teaching and I truly believe our faculty work with each student to help them succeed. We believe education changes their lives. Education should help people improve their lives and thus benefit society. Not just economically, but in terms of improving as a nation.





UFV has not yet found it's identity. We want to be all things to all people. It is time to pick our party dress and dance with the popular kids. We spend much time and effort convincing people to come here. If we were known for "something" done well, they will come. Education, sport, research?



Doesn't highlight the growth that students, staff, faculty, etc experience during their time 3.8  $\bigstar \bigstar \bigstar \bigstar$  (28 & here Adding something about the transformative aspects of UFV would be great



'Productive citizens' sounds like UFV is training workers, not thinkers. Change language about productive citizens to critically engaged or thoughtful citizens.



The Mission should look to inspire further and provide tactics on how to achieve the vision

There is an opportunity to further inspire those with understanding how UFV plans to achieve the best undergraduate experience and education in Canada



The Vision is too long currently and requires an overhaul This is important so that everyone can talk about the vision in a concise way



**UFV has limited applied options** Students need to be able to take theory and apply it within the real world. It is through this applied approach that students learn the true value.



Variety of programming (both type and length) Many students attend UFV with goals outside the traditional four-year bachelor degree; we should continue to provide variety in programming.



**prefer innovative to entrepreneurial** we're not primarily a business school....





I think it's fine, but could directly mention education and why it is so important.



It needs to be improved The concept of affordability needs to be reviewed and focused on. 3.8 ★★ on.





Lofty unattainable goals which cannot be achieved with severe limitations of resources allocated. Let's have a realistic statement or change funding to accomplish the task. I am embarrassed by our proclamation of untruth.





UFV puts a high emphasis on the importance of environmental sustainability in their values. However, scarce funds are allocated to this department. In order to make significant progress this department will require more funding. Compared to SFU and UBC, UFV is lagging.





Having Instructors encouraging students, instead of discouraging Less negative and more positive encouragement



There should be a more student-centered focus Shaping students into what the world needs is great... but what about shaping students into what THEY want to be.





Learning and education is the top prio	rity
UFV fulfills this purpose	





**It's too long** Mission should be short and snappy



**UFV** is growing and expanding faster than the **Institution can plan for.** Projects and plans need to be thought out more.





"We [...] encourage intellectual, cultural, creative, ethical and social development" I would love to see dialogue and discussion take a greater role in helping us achieve these outcomes.





"Paramount priority is placed on students" Students are the whole reason we are here as an institution. They are the reason we are a University.





The current mission is lacklustre It reads like UFV's mandate and doesn't inspire or capture the vision and experience of the university





**Unrealistic.** We can't possibly be the best undergraduate university in Canada with our funding package. We should focus and excel in a few areas





Although I think UFV is about focusing on learning (and learners) and community engagement, I don't find the

"entrepreneurship" value fits well. Also, the "best undergrad education in Canada" sounds pretentious and silly. I rather doubt we can ever reach that with one of the lowest budgets!





I appreciate and support the focus on the Fraser Valley region and our communities.

We have a proud community history and that sets us apart from other institutions. I chose UFV because I didn't want the UBC or SFU experience.





I like our focus on learning and community, but would like to see them more connected through an emphasis on applied projects, etc.



The values and mission are great, but need to be supported in practical manners by admin— 3.7 ★★★★ (20 4) small class sizes, faculty supports



I like the emphasis on the studentcenteredness of our university. Well-rounded education really does change lives and build community. A strong university will help the valley flourish and reach its full potential.





We can be clearer





good, although "best undergrad education in Canada" may be a bit of a stretch





I think more emphasis needs to be placed on providing support to students from a mental health perspective Students are experiencing more and more challenges and obstacles that are taxing on their mental health and they need to be supported to be successful





They need to be reviewed and properly **implemented** Though UFV says they have values, it is never seen or practiced.





We are supportive of students - we provide a myriad of support services aiding their success and well-being. We help students succeed. they are not left to their own devices. We are a community.





The focus on "student-centred" is interpreted too often as staff/faculty being expected to e.g. work extra hours, take on others' tasks. "Student-centred" also means adequate support for those who interact with students. Students are not well served if staff/faculty are overworked.





We should value our employees first

Successful organizations value their employees. They don't get a mention in our present value statement





Our value statement is not complete and is somewhat aspirational Need to include values that represent norms and behaviors specific to UFV: collegial, nurturing, respectful, innovative, resourceful, inclusiveness





Being a leader of the development of the

are the metrics to determine how well we are doing this?





I support putting our students first. We should be here to support our students and their learning. We must recognize the diverse backgrounds they come from and be flexible and accessible.





Value diversity of opinion, education, and experience instead of diversity of race. If we are to grow as people we must embrace the diversity of other aspects of life, not just the diversity of skin colour.





There is no substance to these statements. they need to be used as tools for everyday decisions, or don't bother with them For a growing and changing institution it is important for all members to really believe and execute what UFV stands for, this comes from the top





Support Faculty excellence by reducing the number of sessional instructors and increasing full-time Faculty. Current Faculty take the brunt of UFV service work and sessional faculty are exploited by high teaching loads and no prospects of career advancement.



Avoid meaningless data-driven marketing phrases "To provide the best undergraduate education" is marketing group-think for a databased assessment of standardized testing.





**Build character and capacity** By focusing on imagination, collaboration and resilience, we can acknowledge that everyone is at a different place in a journey. We can grow together.





## I generally agree. We need to value all our students, faculty and staff





Students are the first priority, but need to expand research! This should be upheld. That being said, if UFV is to garner "true" university status, it needs to be a strong faculty research centre too.





UFV faculty are among the lowest paid in the country, on par with high school teachers in BC that have some postgraduate training. How do we attract the best people with such lousy pay and such restrictive ("teaching intensive") working conditions?





Vague and over-ambitious To say we will provide the best undergraduate education is unrealistic. I'd like to see us focus on specific and measurable goals.





What we say and what we do is at odds. UFV does not, for example support authentic discourse in its own institutional communtiy UFV must emulate what it wants for its students in its own workforce. This means open, meaningful discussions; empowered teachers & supported staff





I love the fact it covers all aspects of academics and safe/respectful workplace Everyone should feel happy and encouraged by a Universities values





The existing values and mission sound good and are aspirational. Sometimes hard to see how they link to what UFV actually does. How are we innovative, entrepreneurial and accountable? Is UFV a safe place for ideas?





#### They are confusing and unclear





To work on the development of the master's programs along with the Diplomas and

**Certificates** Certificates are very important for the students to stand out from the crowd to excel on particular skill





I find that the vision/ mission statement can be confusing For eg., is it "Changing lives, building community"; or "to provide the best undergraduate education in Canada...."





**Environmental emphasis** Critical that UFV stresses its efforts to 'go green'





**UFV** will aid you in your career Education will provide you more sophisticated job opportunities. The co-op program at UFV is an excellent addition to the university.





Measuring our success via the success of our students and alumni and the communities we serve is also spot on. This should stay in the next iteration of our mission.





Striving to be a social, economic, cultural, and environmental leader is right up our alley and should stay. This is what we do at the core of our mission. It is tied to our strong community connections.





#### There should be only three or four key values

They have to be foremost at all times to be useful





I think UFV needs to do more to keep people

on campus If we were less of a commuter school, UFV would offer students an even more enriching experience and it would be a more attractive school to attend





It is very wordy but not declared enough. What does innovation mean for you? Feels like you added a lot to cover your bases but is 3.5  $\bigstar \bigstar \bigstar \bigstar$  (24.4) it attainable? What could it be that would make it something you could measure, see and feel?





Best Undergraduate Education; does this make sense? It sounds great, but how do we measure this, can we achieve it?



Values/mission are checkpoints in most decision processes but are not articulated in meaningful ways. E.g. new programs in very specialized areas & UFV needs sessionals for all courses. Why were these programs approved without enough permanent faculty?



Mission is too basic and restrictive. UFV became a "full university" 10 years ago but still functions academically like a community college. Faculty need room to grow academically. They need to be able to function and flourish as university professors. Students deserve this as well.





More focus on research and innovation. If we are to have an impact on our region and support our students to do the same, a focus on research and innovation is essential.





The best undergraduate education" is hardto persuade people of. We don't have a specific tangible way to describe what MAKES a the best undergrad ed Current rhetoric is that I've  $3.5 \implies \implies \implies \implies \pmod{19}$ heard observed is that an undergraduate education is not enough; there needs to be more to help grads stand apart



**Unclear** There are too many plans and documents.





Sustainability has been an afterthought We live in an area that will be transformed by climate change. We need to be prepared to lead rather than react.





Changing Lives, Building Community good, summary mission statement



Existing vision has not been met by actions

Commitment to being "innovative, entrepreneurial and accountable" requires making difficult choices about exiting resource use, not just adding new \$.

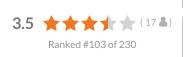




I like Changing lives, Building Community It is what we do and easy to remember



I like the "learning needs" part but I worry that this suggests too much of a focus on access rather than excellence. UFV is for the Fraser Valley. Just as we provide opportunities of access for some students, we need to be an attractive destination for A+ students.





The existing values and Mission should have an increased focus on the needs of the region we serve. Our graduates will find success in our region if our programs are aligned with the needs of the region.





We're open to those who want to improve before going on to other educational pursuits, but we educate those on a focussed career path We allow growth and knowledge, skill acquisition for all.





**Some very helpful staff** The office of the registrar, course planning counselors, librarians, secretaries and lab technicians hold this school together.





They are not clearly communicated to everyone. I show them to my classes and almost all students have no idea that these exist or where to find them. If this is a student-centred institution, students should be more involved in developing and communicating these.





UFV tries to be too unique, rather than having built the core parts of being a successful university (rather than a college) first. By cutting corners (e.g. not funding research properly), UFV thinks we can give students a better experience than the big universities.



I'd like to see our mission summarized with key words that pop out and are memorable. Having sentences describing them are great, but we should also be able to summarize them with a word or two as a heading.





**Community** I love how UFV uses this to mean both community of learners and being part of the greater community. It feels authentic and integral





**Transformation** The idea of UFV as a "house of transformation" is inspiring





I think our values are right. I think our execution does not always live up to those values.





Measure UFV's success but the quality of it's graduates and their impact Not the exclusivity of enrolment





I think the existing mission sums up UFV quite well, however, an more emphasis could be placed on community "the best undergraduate education" isn't what made me choose UFV. The sense of community and enriching/personable learning should be stressed.





Value critical thinking and the ability to articulate yourself in a conversation or disagreement. Teach students to not to embrace victimization. We must give students an education that includes strength of character and the ability entertain other viewpoints.





Better supports for research and scholarly activity needed—these are integral to maintaining hugh standards for students and student experience





I think they are boring and outdated





**Let's be proactive, not reactive.** Too much of the time, we are responding to crises or to events that we did not predict. Let's be proactive and PLAN instead.





The existing mission is not regionally focused

We must support the needs of our community and region





Excellence in post-secondary education can be measured if our students are most sought after intake for higher educational programs elsewhere.





UFV needs to focus on its community and it's commitment to teaching Emphasizing research and scholarship without new resources means people are stretched to their limits and shifting focus from teaching





We have not measured how we include Indigenous ways of knowing. Again this is aspirational and worthy. We are in danger of patting ourselves on the back too much. The work is continuous and it is important to see it as a journey and process



Our mission/ values should reflect principles developed through Indigenization Efforts to Indigenize our institution have benefits to all learners and our communities, Indigenous and non-Indigenous alike.



UFV needs to provide better support for research so current members can flourish and function as university faculty, not glorified highshcool teachers Students need to be able to interact with fully functional and inspirational university faculty, not burned out 7 courses per year teachers.





I have no clue what they are. I think it's important to have a slogan! Like why is UFV even here.





No explicit reference to free speech This means that the very foundation of academic discourse isn't properly acknowledged



Not sure what they are Aren't promoted enough





**Accurately states the purpose** As laid out in the University Act, the mission is pretty much as described



Diversity. We are open to international students, local students, first gen students, Indigenous students, and high acheivers. A university must be inclusive and involve a multitude of perspectives - we must lead diversity in thought and community.



Mission Statement Sounds like a list of here's what we offer statement.





The importance of faculty is not in current values/mission. Too often faculty interests and working conditions are ignored when admin make decisions. Faculty are always interacting with students. But they are generally expected to do what they are told, and are not part of key admin decisions.





#### Learning is more important than burocracy.

Too many rules and regulations can make school feel like it's made to put students down.





Placing a "high-value" on environmental sustainability. It's weak. Why, in an agricultural region, do we not aggressively support climate change action, and reduce environmental impacts of our operations?



"to be among leaders" rather than to be a **leader** It is arrogant of UFV to suggest that we are 'a leader' in the areas listed as we do not have the evidence to back that statement.





It's short and vague. I appreciate that it's short, because I would prefer that the administration is not overreaching. I don't appreciate the vagueness.



Lost in the past. We are a large university in a city of nearly 200,000 people. We have to look 3.3  $\bigstar \bigstar \bigstar$  (23 4) forward



UFV needs to expand on-campus housing and find other ways to create a community on **campus.** Because UFV is a commuter campus, most students leave as soon as class is over and do not contribute to creating a community on campus.





I don't know if faculty and staff have enough time for scholarly activities and research





I think the university tends to make promises they can't keep. Its important to keep the promises that are made to the students as the high tuition costs won't be continue to be justified otherwise.





I think they are ignored and lost



Our values and mission revolve around developing a progressive and innovative **otherwise**. We have to support staff in their learning of new teaching practices and innovations by reducing their workload.





Changing lives, building community is an excellent expression of what UFV does. Let's build on this.



Avoid the language of comparison The vision could inspire the goal of finding the value in each individual and building on each person's strengths in order to benefit the whole.



Unless the student want a career in programming then not teaching them the skills to work within the Windows/Microsoft **environment does not prepare** them to work in a company providing any form of IT Support.





The vision, mission and values statements could be more concise, though many of the values expressed are worthy Concision would 3.3 \* \* \* \* \* \* \* \* (16 4) help a presumed goal of the values and mission statements to provide a unified and memorable sense of purpose to our institution





I think they are great and we have mastered our mission. Classes and more affordable than other universities and we have a diversity of classes I think doing more activities at other campuses would help engage other communities





Compared to UBC for ex, I like that UFV actually outlines and describes our values/mission in detail. There are some things that we stand by for sure, no need to be vague about them. There's still room for personal interpretation in ours.





Please don't let students think they know it all Professors should be encouraged to be tough and avoid babying students.





**Professors need to be competent** Being able to talk in front of people and use a PowerPoint is a low standard.



They seem pretty basic or rather, similar to most universities





The mission is what we do. We need to start with why we do it. I like the "purpose" question for this reason





Hostile to research Universities must research. It can be local, applied, or student focused, but universities have to research or they are cheating their students.





We are sincere about Indigenization. It is the only way forward with our community members.





The vision to be the top undergraduate university in Canada is still bang on. Quality undergraduate teaching/learning and leading social/cultural/environmental development in the Fraser Valley is UFV's niche





"We view education as an ongoing process" maybe each program could have PD type course(s) that working professionals can access easily. Perhaps this could be a way to increase the domestic university student population.





We need more institutional support for marginalized students The onus should not be on SUS to support queer, indigenous, racially stratified, lower-class, mature, female, and/or otherwise marginalized students.





Welcoming diversity and promoting inclusion should be core values. UFV's current values suggest this, but we should make it even more explicit.



focus needs to be placed on the teachers instead of the already bulky administration. The teachers are overworked, underpaid, and underappreciated. Teachers are the foundation of the university, and the administration is the support.

If we want to be a teaching university, more





Paramount priority is placed on students: agree. Value must also be placed on making UFV a good workplace that values diversity and Indigenous groups Measuring access also needs to be elaborated on. It is of no value if we dont measure the success or lack of, for students who repeat access programs



Going from experience UFV does strive to provide the best possible education to their students. However having been in the CIS program for over 20 yrs Disappointing to see the college not embracing Microsoft tech & software. Exchange, Teams, AD, Office 365 and Teams waves of the future.



I think you demonstrate them well



We are moving toward more sustainability through actual green efforts - not just green washing. Sustainability - leading in this area is key.



UFV offers great breadth of programming allowing students to explore and providing a place for local students to learn no matter their chosen subject We are available to help our community - the valley.



**UFV** is on the right track I love the 3 semesters I've spent at UFV so far. I'd love students to step up and help in building the community more. We can commute, and participate



Environmental sustainability is included, but **not supported in current values.** Do what you say, and say what you do. UFV has made minimal strides in sustainability. We continue to be more of a problem than a solution.





Our mandate is straight forward, but we should stop calling ourselves "regional" or "teaching" university. Simply, we are a worldclass university that serves the Fraser Valley region and beyond. We should be proud of who we are and celebrate more loudly





Providing bachelors and masters degrees A smaller university offers a more personalized experience when pursuing higher education





UFV needs to continue expanding into courses offered through different mediums ie. Online. As a career driven woman with a baby  $3.1 + 10^{\circ}$ on the way there are some classes students like me will never be able to take in the current in-class setting.





Work with Sto:lo Nation to deepen and expand on commitment to Indigenize the **academy** The statement of Indigenous territory is a literal post-script. Go from 'striving' for respect to 'committing' to decolonisation.



Completely unrealistic and vague



**Accessibility** Tremendous that UFV stresses inclusivity, etc.





Our present statements are fine, but they are very "institutional". We should use design thinking to create truly meaningful and engaging statements. Design thinking starts with empathy with our students and our communities. Let's state how we serve their needs rather than tell them what we do.





More space for conservative ideas The social sciences teachers often shut down students with right wing views. This should not be allowed.



Community connection, commitment to excellence.



Make campus safer for students facing mental health crises Most humanities professors are very accommodating but some are uneducated and give out unsolicited medical advice/contribute to mental illness stigma





**Opportunity** Maybe this is a way to combine and the current values of accessibility and excellence in a term that is more unique to UFV?



Recognizing Indigenous ways of knowing Indigenous people have much to teach us and we need to listen and learn





As per our mandate, keep our focus on teaching, not research. I support research opportunities on campus, especially applied experiences for students, but it should not be our focus.





**Expand the budget for counselling** Mental health is integral to the success of all students. Counselling is hard to get into currently.





**passion** we are committed to energize, engage, and inspire our students and those in our immediate and extended communities





'mandated to serve the post-secondary educational needs of its region" if this is true, then International students, though welcome, should not take precedence over domestic students when it comes to accessing courses





Cultural diversity and cultural sensitivity need more attention and focus. I think we are not being fair to our international students We need adequate, relevant, culturally appropriate resources in place that support the int. students





Academic integrity for professors too There are professors that give out answers on exams and give false high grades. I've been given answers on exams.



Needs to be updated in plain anguage More emphasis on students





**UFV** needs to expand its food/beverage options on campus UFV needs to create more spaces to socialize with fellow students. They also need to expand food options/hours as late night classes have few options





### good elements but lacks clarity and conciseness





There is something missing here around the online courses. Not enough attention is paid to those who attend classes remotely and the software you use is not very good. You could attract and retain more students if your online program was stellar.



**Espoused but not lived** The university fails to support or live up to its existing values



Here's a thought: providing the mission directly with the research prompt would lead to more people actually reading the mission ... I expect most people just guessed instead of following the link



The "Indigenization" value currently placed on the web page reads as an add-on rather than a sincere value. This needs to take a more prominent place in the document and be more firmly integrated.





**Too many of these statements are value statements.** This board is supposed to be about the mission of the university, stay on topic.



Some things could stand to be emphasized more, but I appreciate that they're included. Things like sustainability, and Indigenous relations are just a one sentence blurb.





Overinflated grades hurt first year students in the long run Making students feel good is nice, but students should be told they know nothing in first year because that's the first step in learning.





There is some room for improvement but **overall pretty good.** It's important because students should feel like the university's values serve them and the society.



UFV needs to be Sustainable on all fronts, in its energy use, financially, waste management, water management... we only have a short time to do so



Ranked #195 of 230

"best" undergraduate education in Canada

"quality education" dynamic concept evolves with time and ensures inclusive and equitable education that promotes lifelong learning





**Ecological efforts are excellent** UFV's efforts 



The inclusiveness is a great value to hold



Value freedom of speech and avoid creating mission statements due to pressures from political correctness or other social ideological movements. Right now, UFV is not safe for people to express view points that would be considered traditional, even if that viewpoint is given respectfully.





Our primary focus is teaching, but we are moving from focus on teaching to research. Teaching is our strength and it's why students like UFV. Let's get back to a teaching focused institution.





Providing the best undergraduate education

in Canada I feel that this should also be adjusted to include 'experience' alongside education as well





Create less distractions for students. It's wonderful for UFV to provide activities and things for students to do, but the goal of university is to learn and be challenged.





**Axe the student union** I don't use the bus. radio, newspaper. Most people drive.



strive to minimize our negative impact on the **environment** this makes us more accountable



**Good** It champions what UFV is currently, but we need to adapt to our ever-changing world



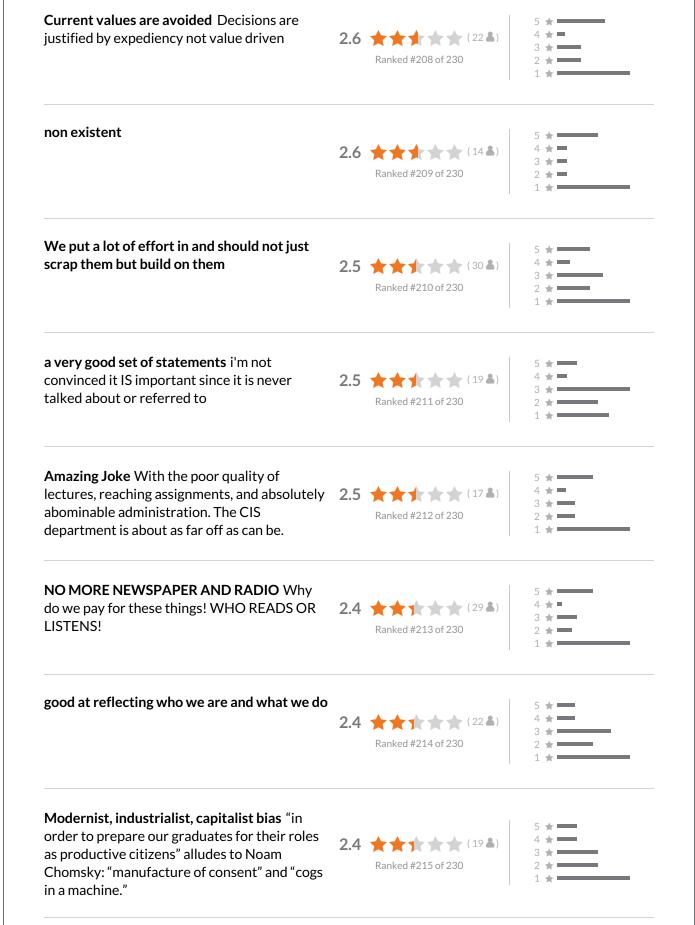
To be honest I don't even know UFVs current mission



UFV does an amazing job with industry get a job in your desired field







It is appropriate Symbiotic with the needs, values of ufv	2.3 (17 8)  Ranked #216 of 230	5 <b>*</b> — 4 <b>*</b> — 3 <b>*</b> — 2 <b>*</b> — 1 <b>*</b>
I think its good	2.3 ★★★★ (15♣) Ranked #217 of 230	5 ★ — 4 ★ 3 ★ — 2 ★ — 1 ★
I think we are trying to be too much at once Let's not pretend to a big university.	2.3 (12 ) Ranked #218 of 230	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
I don't even know what they are ??	2.3 * * * * * * (7 &) Ranked #219 of 230	5 ★ 4 ★ 3 ★ 2 ★ — 1 ★
i'm not convinced the current statements need to be changed	2.2 *** (19 *) Ranked #220 of 230	5 <b>*</b> — 4 <b>*</b> 3 <b>*</b> — 2 <b>*</b> — 1 <b>*</b>
Not far ofand I think can be maintained in some way	2.0	5 ★ = 4 ★ = 3 ★ = 2 ★ = 1 ★
The mission is good but I think it could be concised more	2.0	5 ★ ■ 4 ★ ■ 3 ★ ■ 2 ★ ■ 1 ★
in some areas need to be overworked. time changes ,circumstances change.	<b>1.9</b> ★★★★ (23♣) Ranked #223 of 230	5 ★ = 4 ★ = 3 ★ = 2 ★ = 1 ★

# **Unsure** Ranked #224 of 230 I think these are representative of UFV but, perhaps, too much so. Ranked #225 of 230 I think they are good Ranked #226 of 230 **Values** Ranked #227 of 230 If it ain't broke Ranked #228 of 230 they're okay







#### The





Not familiar with them Evidence based practices are a must for there to be a connection between intent and practice	1.7	5 ★ 4 ★ 3 ★ 2 ★
Accessibility Certain professors make their courses more accessible to all types of learners.	<b>4.3</b> ★★★★ (3♣) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
As an indication of new directions, if the case, consider renaming Evered Hall. Best / better to be more community reflective.	2.0	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Best U in Canada should be more realistic / attainable Adjustment required, so as to encourage buy-in.	<b>4.5</b> ★★★★ (2♣) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Emphasis placed on students The attention placed on the needs of individual students is noticeable at UFV. There are many helpful resources and supports made available.	5.0 ★★★★ (2♣) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
<b>Evidence based not followed</b> Needs clarification. And some way of measurement.	3.5 ★★★★ (2♣) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
I would like to see sustainability and our reaction to the UN Climate change report to take its place amount our highest values and mission. Without a safe planet, all other goals, missions, intents are at risk.	3.0 ★★★★ (3♣) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Indigenous Ways of Knowing This is an area that could be improved, perhaps incorporating a greater amount of sharing of cultures. Or creating more Indigenous focused courses.	3.0 * * * * * (3 &) Not ranked	5 ★ 4 ★ 3 ★ 2 ★ 1 ★

Its too long. We need to pick a couple notable
items and exceed.



Not enough attention to HR, since it was rebranded HR from ES. Fundamental to health 4.0 ★★★★ (2.8) of institution.





**Undergraduate Experience** The class sizes, smaller campuses, greater amounts of communication between student and professors are all important components of the experience.





Well intentioned, but no checks and balances, **no follow-up.** Many policies and efforts have been lost in the recent top-down enforcement strategies. We have adopted 2 tier system of policy. Board level / actual?





### University of the Fraser Valley

Your thoughts on our values and mission

# Q3 How would you describe UFV's mission (our core purpose) in fewer than 10 words?

to inspire and develop students to reach their full potential. students are why we exist, they come to us so we can help them turn dreams to reality and our future will be influenced by what they can achieve.





To build community and provide enriching learning experiences We should stress that the learning experiences at UFV are very personable - The priority of professors at UFV is their students!





Provide accessible quality education, create citizens, and enrich our communities with employable graduates. Access, citizens and employable graduates are key to UFV.



Changing lives, building community This is short and simple but really seems to encapsulate our unique and meaningful purpose



"Promoting learning to enrich and fulfill lives and communities" I like this in that it conserves the focus on learning and communities but suggests that this learning is motivated to improve lives and communities.





Sharing knowledge, nurturing growth, promoting curiosity Sharing knowledge is the heart of the university, but so is developing excellent citizens. Ideally we should create a general culture of inquiry.





To provide students with the opportunity to explore ideas, innovate and contribute to a changing world





To deliver accessible education rich in experiential learning opportunities in a safe, inclusive space.



To cultivate growth in an enriched learning environment. Cultivate" links to our agricultural roots. "Growth" -refers to personal & community. Learning environ we control - quality ed, inclusive, W-IL, etc.





Building a better global community, one student at a time. Our size makes true learner-centeredness possible; in turn, this ability to nurture enlightened citizens will contribute to a better world.



Transformative encounters with people and

ideas. When it prioritizes encounters with ideas and people new to us, scholarship has the power to radically transform who we are.





Providing knowledge, expertise and lifelong employability skills.





educate, innovate, build community, change lives





Innovative learning opportunities to prepare students for a successful future. Innovative practices, and looking ahead not just offering same old course just because that's you have always done.





Be a source of innovation for our community.



**Changing Lives, Building Community** 

Meaningful, simple, easy to remember - already in play





Provide the solid grounding to create successful, adaptable citizens Students should get the educational grounding they need to

get the educational grounding they need to adapt to a rapidly-changing world. Training may go out of date; real knowledge is power.





To provide a strong grounding to our students in terms of the theoretical and research knowledge in their discipline Universities are

knowledge in their discipline Universities are places for knowledge generation. The application of that knowledge can be learnt on the job if one has strong theoretical foundation





To train and develop the leaders of

**tomorrow.** Whether it be community or global leaders, our student body is dynamic and full of potential to change the world around us.





 $Nurturing\ creativity, curiosity, and$ 

**community.** At the heart of all meaningful work are creativity and curiosity. Our students are well-rounded, flexible, and equipped to change the world.





Student and community success through academic excellence.





Quality education creating responsible citizens for our community. Focus on all of the 3.5 \* \* \* \* \* \* (19 4) important things we need to do.



foster creative and critical skills





**Encourage Diversity of Thought** Promote a variety of topics including political, social and economic issues.





Inspire critical thinking in an inclusive setting.

Everyone should have access to education; learning needs to be multi-sourced and culturally inclusive to encourage discussions worthy of respect.





Imagination, Collaboration & Resilience To build community and resilience.





**Everything is student centric** Student should feel important





Providing an innovative learning environment in the Fraser Valley We need to be relevant. Simply having talking heads at the front of a room isn't enough. We need to create a campus community of innovative learning.





**Education and Small class sizes** We attend to learn and being able to have small class sizes, help with learning.

3.4 \* \* \* \* \* (14 &)
Ranked #29 of 135



Personal and professional self-actualization of all community members Citizens that are happier, healthier, more fulfilled and accomplished

3.3 **\*\*\* \*\*\*** (37**\***)

Ranked #30 of 135



To provide worthwhile educational opportunities to diverse communities.

"Worthwhile" as in rigorous, challenging, and academically credible.

3.3 \*\*\* \*\*\* (37 \( \) Ranked #31 of 135



Empowering people to think for themselves.

3.3 \* \* \* \* \* (26 &)

Ranked #32 of 135



To prepare students for success in a world of high-paced change Education must be linked to industry/real-world needs, which are continuously changing. It's vital to learn how to adapt and learn in any environment

3.3 \*\*\* \*\*\* (25 \*)

Ranked #33 of 135



UFV's Mission is to provide the education to those people who are looking to further themselves, their community and their lives. Its all about the student and their needs

3.3 \*\*\* \*\* (25 \*)

Ranked #34 of 135



**Transforming lives.** Describes mission on all levels: students, teachers, as an employer, as coaches, community builders. Builds on motto incorporated into the crest





Be an active member of the communities we serve.



Building global and growing citizens for the Fraser Valley and beyond! Need a holistic mission that speaks to the needs of our location but can be applied anywhere.





Partners in education to enhance the understanding, development and well-being of individuals, society and the environment.



To teach critical thinking, resiliency, and a **strong work-ethic** Thinking for oneself and working hard will set up students for success no matter what their university major is





We are nationally recognised as a leader in work integrated learning including, but not limited to co-ops, internships, service learning opportunities, practica, field studies or work experience placements.





We are leaders and partners in developing engaged citizens in an environment of inclusion, diversity and sustainability.





**Empowering generations from diverse** backgrounds to improve tomorrow Education 3.2 \* \* \* \* \* \* (41 &) improves society





We provide the tools necessary for students to succeed in the real world. We provide an education. We offer support and guidance. But at the same time, we shouldn't be holding their hands.





equip students to find personal growth and success it's about providing opportunities to learn, grow, and ultimately be successful



Create the best learning environment focused on future opportunities for all students. Best means - best tools, best teachers, best programs. Future means - preparing for skills/competencies that will we will need in the future.





A learning community dedicated to leading Canada in personalised, experiential and outcome-based undergraduate education



Allow access to quality higher education for all.





Provide excellent educational opportunities for Fraser Valley students





UFV provides access to higher education opportunities that are innovative, relevant and life-changing.





To provide individuals with necessary tools to succeed in life Its all you could ask for in the game of life





To provide a practical education that meets current industry standards through classroom and experiential learning Many students graduate with a Bachelor's degree without any experience. Co-op should be for all.



Opening doors to opportunity for learners in the Fraser Valley and beyond What we do and where we do it (where seems just as important as what in our mission)



Ranked #52 of 135

Educate and empower the next generation.

Contributing to the social, cultural, and 

societies must continually adapt and progress

Respect others, work hard, educate well, challenge, learn, and grow.

Achieve your best through inclusion, extraordinary opportunity, and community. This is an important ideal that I believe SHOULD be UFV's, although they are only achieving part of it. Build the community.

UFV's Mission is to support student success and align their education to meet the needs of each individual in their educational and career endeavors. There needs to be a match between what UFV provides in education and its quality of course delivery. Who are we benefiting from sub-par programs?





To be a safe place for discovery and dissemination of knowledge This speaks to the role of inquiry and discourse





Priority is placed on students and their learning needs and goals. Students and their goals drive the economics of the institution as if you don't have the right program you won't get enrolments





experiential learning, transformative, cutting edge



"Changing lives, building community" As an alumni and employee, this has always resonated with me.



Provide excellent post-secondary education in the Fraser Valley.





**Quality Education for All** UFV as a provider of best learning experience for the individual to cherish its educational dividends for the lifetime.





#### Top quality teaching to our students

Otherwise we won't have many students. UBC puts more emphasis on teaching that we currently do, they can attract our customers away.





To educate and improve the lives of those in the Fraser Valley and beyond



Citizenship education, valuing diversity, providing learning and research opportunities to students as well as staff and faculty We are 3.1 \* \* \* \* \* \* \* (19 4) never going to be a world class university, but we can be a very good regional university. Let's work with that and do a good job!





Hindered by incompetent and over payed administration.



Provide an innovative education that meets the need of our community





Current mission statement is operational and **not a true mission statement.** A mission statement is important as it helps guide the institution to end goal.





UFV is a learning community that will help **students succeed.** It is our core purpose





academic experience (also it would be nice to include staff/faculty/community in this too) Ranked #71 of 135 The power of an education, for everyone. Ranked #72 of 135 Mission - to constantly strive to provide the best learning opportunities for all students. Look to what's new, what will be needed in the future and best teaching practices. Keep lifelong learning going for everyone! To engage research and education that is symbiotic with the values and needs of the community Ranked #74 of 135 To help people learn, and, in turn, help the world Ranked #75 of 135 "We will teach, we will learn, and we will **grow.**" It shows past, present, and future. Ranked #76 of 135 Building lives, building our community Ranked #77 of 135 Changing lives, building community Ranked #78 of 135

engage with students to create a meaningful

to	facilitate	high o	guality	education
·	Idellitate		quuiity	Caacation





Education designed to support the Fraser Valley



**Guided learning** Professors can point students in the right direction. Learning is up to the students.



Providing inclusive education in a safe and sustainable environment High quality content supporting high quality communities in which nature has significant influence. We must be leaders in low-impact operations.



To provide affordable education to everyone UFV is becoming a university that has the courses to excell in all areas. Whether upgrading your schooling or pursuing a lifelong





To challenge and serve all stakeholders through the pursuit of knowledge

career





Committed, innovative, connected



UFV is a dream builder, for those who have a dream and for those who come here and find their dream.





Excellent education creates excellent people.	2.9	(18 <b>a</b> )  Ranked #87 of 135	5 ★ 4 ★ 3 ★ 2 ★
Education and community	2.9	* * * * * (16 &) Ranked #88 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
To advance success for students, employees, and the community. And to recognize that success looks different to different people.	2.9	(15 <b>a</b> )  Ranked #89 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Emphasize sustainable practices, experiential classes, and engaging student participation	2.9	A A A A (12 &) Ranked #90 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
<b>Get there with UFV!</b> UFV serves the educational goals of Fraser Valley students and the community development needs of the Fraser Valley.	2.8	(38 <b>a</b> )  Ranked #91 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
Providing adaptive education, responding to the specific needs of the region.	2.8	(34 <b>a</b> )  Ranked #92 of 135	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
<b>Excellence</b> Challenge students academically and oversee their intellectual, social, and cultural growth.	2.8	(33 <b>a</b> )  Ranked #93 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★

To provide meaningful education to all i	n an
inclusive environment	





Commitment to Fraser Valley community, and undergraduate students



Seems vague and sounds like something every other University would say. We need to showcase how UFV's mission is unique from all the others.





educate, support and encourage for career, community and life gotta make a living, gotta get along, gotta find meaning... and not everyone at UFV has the same readiness to do those





It is lengthy, too broad, unfocused.





Changing Lives, Building Community Short, clear, easy to remember and it's what we do



help grow students

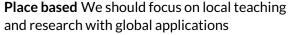


Provide access to educational opportunities to the Fraser Valley





<b>To educate</b> The pillars to hold up society	2.7	(22 <b>a</b> ) Ranked #102 of 135	5 ★ 4 ★ 3 ★ 2 ★ 1 ★
To provide the best undergraduate education that is based on local needs.	2.7	A A A A (21 &) Ranked #103 of 135	5 ★ == 4 ★ == 3 ★ == 1 ★
CIS needs some work.	2.7	* * * * * (19 <b>&amp;</b> ) Ranked #104 of 135	5 * 4 * 4 * 4 * 4 * 4 * 4 * 4 * 4 * 4 *
It is not about what UFV can do for you Don't blame professors for your lack of growth.  Learn and grow on your own. UFV will guide you.	2.6	(34 <b>a</b> )  Ranked #105 of 135	5 ★ — 4 ★ — 3 ★ — 2 ★ — 1 ★
Calling forth the genius within, since 1974.	2.6	(32 <b>&amp;</b> ) Ranked #106 of 135	5 ★ ———————————————————————————————————
Place based We should focus on local teaching			5 🛧 🚃







in words: community, different, growing, real world experience, real world skills









Calling themselves "affordable", with enough parking, and proper education Not true and needs to be reviewed. There are hidden student fees with professors that do not know how to teach and parking passes with no parking.



To provide an enriching and convenient education to all.





To provide Fraser Valley residents access to post-secondary education



**Inadequate** Incomplete statement to not include references to free speech and diversity 2.5 \* \* \* \* (11 &) of ideas





Make industry connections UFV will boost your netoworking skills to the max!



UFV should provide the best undergraduate education in Canada specific to the needs of their students No-one benefits from free degrees; they need to matter and they need to matter for the student in their career plans.





## Holistic student development for maximum student success





Bring workplace variety into the classroom and throw students to the lions (in a safe environment). Use more task-based learning and have students learn as they go which will help them understand why they need to know something.





**Underwhelming** Serving the community includes making education as accessible as possible. UFV needs more resources for struggling/underprivileged students.





it is boring and generic In order to engage our communities, be clear, inspiring and acheiveable



As I understand it, we desire to provide the best undergraduate education in the country. Grooming young adults and allowing them the opportunity to find their true passions and paths provides the best outcomes and solid foundations.

5 ★ — 4 ★ — 3 ★ — 2 ★ — —

Ranked #120 of 135

prepare local students for the real world of working / career

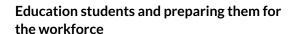




Plan and execute post secondary education for the Fraser Valley.











Integrating communities



Many unique professors Every professor has their quirks. I sometimes feel like I'm in the show community.



good education





You get what you pay for If you never thought university was for you UFV is a good place to start. An intro to university.



Same as the question before. It's something I honestly have never looked at until now.



No idea



Industry connections, burrocrats, inflated grades, inconsistency



#### What is it?

Ranked #131 of 135



If you want to get a job quick Learn enough to get hired in an industry

Ranked #132 of 135



Lacking in fruition

Ranked #133 of 135



**Long** Complex

Ranked #134 of 135



We. are. just. trying. to. be. nice.

1.4 Ranked #135 of 135



Student focused education encompassing diversity and inclusion.

Not ranked



To collaborate, educate, work & inspire our diverse communities that we serve

Not ranked



We will work harder to better serve our

region. We must be responsive to the area we 1.0 \(\frac{1}{2}\) serve.