

A. Institutional Mission

As part of the Long-Range Planning Process for 2006-2011, the University of North Carolina Wilmington conducted a broadly participatory review of its institutional mission statement. The purposes of this review were:

- to clarify, improve, and make more concise the language of the statement;
- to highlight UNCW's distinctiveness; and
- to better reflect the university's vision, values and goals following a two-year period of strategic planning.

The review included a campus-wide Web survey of all faculty, all staff, and both undergraduate and graduate student leaders. The survey generated 321 responses, and several of the respondents' suggestions were incorporated into the revisions. The revised mission statement has received the following approvals.

April 21, 2005	Recommendation by the University Planning and Quality Council to the Chancellor
April 25, 2005	Approval by Chancellor Rosemary DePaolo
April 29, 2005	Approval by the UNCW Board of Trustees

Following is UNCW's current mission statement, with requested changes indicated in red (~~deletions~~, additions).

University of North Carolina Wilmington Statement of Institutional Mission

The University of North Carolina at Wilmington is a public comprehensive university dedicated to learning through the integration of teaching and mentoring with research and service, excellence in teaching, scholarship and artistic achievement, and service. ~~Through~~ ~~the~~ ~~College of Arts and Sciences, the professional schools, and the graduate school;~~ ~~the university~~ seeks to stimulate intellectual curiosity, imagination, rational-critical thinking, and thoughtful expression in a broad range of disciplines and professional fields. ~~Of prime importance is the university's commitment to undergraduate teaching. The humanities, the arts, the natural and mathematical sciences, and the behavioral and social sciences comprise the core of the undergraduate curriculum. Graduate programs~~ The university is committed to providing the highest quality undergraduate and graduate academic experience in an extensive array of programs at the baccalaureate and at the master's levels, as well as and a doctoral program in marine biology, complement the undergraduate curriculum. The university considers scholarly practice, research, and creative activities essential for effective learning. Our goal is excellence in teaching, scholarship, research, artistic achievement, and service.

UNCW encourages public access to its educational programs and is committed to diversity, international perspectives, community and regional service, ~~and the integration of technology throughout the university.~~ It-Our campus community strives to create a safe

~~and secure, supportive, and technologically progressive~~ environment in which students, faculty, and staff ~~can work together to~~ develop their interests, skills, and talents to the fullest extent. UNCW seeks to ~~make optimum use of available resources and to~~ celebrate, and study, ~~and protect~~ the ~~rich~~ heritage, ~~the quality of life~~, and ~~the~~ environment of the coastal region ~~in which it is located~~, and to enrich its quality of life, economy, and education.

Following is the modified mission statement after all requested changes.

University of North Carolina Wilmington Statement of Institutional Mission

The University of North Carolina at Wilmington is a public comprehensive university dedicated to learning through the integration of teaching and mentoring with research and service. The college of arts and sciences, the professional schools, and the graduate school seek to stimulate intellectual curiosity, imagination, critical thinking, and thoughtful expression in a broad range of disciplines and professional fields. The university is committed to providing the highest quality undergraduate and graduate academic experience in an extensive array of programs at the baccalaureate and master's levels, as well as a doctoral program in marine biology. Our goal is excellence in teaching, scholarship, research, artistic achievement, and service.

UNCW encourages public access to its educational programs and is committed to diversity, international perspectives, and regional service. Our campus community strives to create a safe, supportive, and technologically progressive environment in which students, faculty, and staff work together to develop their interests, skills, and talents to the fullest extent. UNCW seeks to celebrate and study the heritage and environment of the coastal region, and to enrich its quality of life, economy, and education.