Our College Tagline, Mission, and Shared Values

College of Veterinary Medicine and Biomedical Sciences
OUR MISSION AND VALUES

College faculty and staff discuss tag line, mission, and shared values in a quest for new opportunities and success

OUR TAG LINE
Helping animals, people, and the planet

OUR MISSION
We improve the health of animals, people, and the planet through innovative and dedicated teaching, research, outreach, and clinical service. Through our actions, we empower the next generation of leaders to change the world.

OUR VALUES
We act with integrity and are trusting and respectful of one another. We create an atmosphere that makes our college the academic community of choice.

Accountability
Collaboration
Team
Transparency

Colorado State University
College of Veterinary Medicine and Biomedical Sciences
As college leaders have begun introducing the tag line, mission, and values to faculty and staff during the past few months, a number of people have provided input and asked questions. Questions revolve primarily around college values, which are a new aspect of our stated identity; here are examples of common questions and discourse.

**Who initiated this values campaign, and what’s the point?**

During the past year, members of the college Executive Council – made up of the dean, associate deans, department heads, and directors of key centers and units – have identified a need to foster a shift in mindset within our college community. Council members have deliberated about ways to encourage a more collaborative college culture, marked by improved interpersonal behavior, less territorialism, and a spirit of partnership that are needed for excellent teaching, research, and clinical service. Discussion led to the realization that shared values are at the core of a healthy work environment, and that it's important to identify, discuss, and regularly demonstrate these values in the course of our work. Rolling out the values during Fall Forum marks the start of an ongoing effort within our college community to incorporate shared values into our daily work lives. Members of the Executive Council, and others who have provided feedback, strongly believe that consistent efforts to manifest these values will improve the work experience for all faculty and staff and will lead to innovative initiatives that require a new way of thinking.

**We’ve seen this type of exercise before, often at times of leadership change and as part of accreditation requirements. Are these values real and lasting?**

The values will be real and lasting as our faculty and staff discuss them, incorporate them into daily work life, and realize the benefits. Stating a goal is the first step to achieving it. We can't snap our fingers and say, "As of today, everything I do will be transparent and collaborative," for example. But there are good reasons to integrate the values of accountability, collaboration, team, and transparency into our work: These shared values create a culture that encourages new partnerships and high levels of performance, generating greater opportunities for success and a work environment that's more enjoyable. The values are beneficial not only to our work within the college, but to our work with partners off campus. They will become real and lasting as all of us seek to infuse them into our daily work.
Will these values be part of our annual performance evaluations?

Ultimately, yes. This year, no. The college will move toward adding the values to annual performance reviews with a step-by-step process that is clearly defined and communicated. The values will be woven into job descriptions and job expectations within a few years. This will be done fairly and in keeping with mandates for employee classifications. We are piloting a values overlay in one group of performance evaluations this year; feedback will aid in developing an approach for the entire college.

What if my work group – or if I personally – prioritize a different set of values?

Accountability, collaboration, team, and transparency and are not the only values that might characterize our work. If your group has identified other important and beneficial values, these will complement the values you’ve already established. The four values identified here are distinctive because they are expected to benefit our entire college community if incorporated widely, and we will strive to emulate them for the betterment of the entire college.

How does the college define the four values?

Each team, group, and department is encouraged to start discussions about the shared values to arrive at definitions that are informative, relevant, and useful as workplace tools. College leaders have set forth the top four shared values; now each unit may talk through what they mean and what they look like in action. That’s what will make them real and meaningful for everyone.
The phrase “work environment” comes up often in discussion of these values. Why does that matter?

The values that influence our work create a culture, or environment, that helps define where we live, labor, and learn. Why do you work in the college? Why does a student come here? Why do clients seek our clinical services? Our environment, formed by our shared values, is part of the reason. My skills as an administrator, my friend’s skills as a veterinarian, and my colleague’s skills in the IT group are different. Our shared values help define the place we all choose to practice and improve our skills.

Speaking of skills, what I value most are the core competencies needed for my work and the work of my group. Is the college going to start prioritizing faculty and staff attitudes over their basic skills?

Core competencies, capabilities, and technical skills will always be essential to work outcomes and success in our teaching, research, and service. By emphasizing shared values, we hope to shift not so much what we do, but how we do it. As these values permeate our work, we hope to cultivate a workplace that generally is more inclusive and respectful, while remaining focused on our critical missions of excellence in teaching, research, outreach, and clinical service.

That said, values such as accountability and transparency are among our responsibilities working at a publicly funded university, where trustworthy stewardship is a central expectation for everyone. These values don’t just sound good; they’re necessary. Likewise, people committed to the values of collaboration and team know that how we accomplish our work has the power to elevate outcomes. For instance, collaboration by its nature draws upon a variety of skills and perspectives. This approach takes full advantage of human resources, and often financial resources, yielding the sophisticated ideas needed to address our world’s increasingly complex challenges. For these reasons, we hope our shared values will become fully ingrained in our college’s competencies.
Share your comments about the college values

We'd like to hear from you! Please use this page to provide CVMBS Executive Council with your opinions, concerns, feedback, questions, and suggestions of any kind related to our shared college values of Accountability, Collaboration, Team, and Transparency.

Feel free to leave this comment form in the box provided at the Fall Forum. Or send it later by campus mail to: Dean Mark Stetter, Campus Delivery 1601. If you prefer, send your comments by email to CVMBS@colostate.edu.

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