VISION

What is the ideal future state we are trying to create?

Portland State is Oregon’s urban research university, providing exceptional access to educational excellence and creating the foundation for a just and sustainable future in Portland and beyond.

FEEDBACK ON VISION

- “Recognized” for exceptional?
  - Future state (we are not currently)
- “Just & sustainable”
  - That’s huge – is it more than we can do?
  - We get a lot of people coming here to learn about these
- Repetitive – could shorten
- When we do objectives, we may need to change this
- Research, etc. – as a by-product of the educational mission
- In the long run, research could limit access
MISSION
What is our purpose? What are we here to make happen?

PSU provides leadership through collaborative learning, innovative research, community engagement, and service. Our research and teaching have globe reach. We offer access for a diverse community of lifelong learners. We serve and sustain a vibrant urban region through our creativity, collective knowledge, and expertise.

FEEDBACK ON MISSION

➢ Will our leaders remember this? Is it too long?
➢ “Serve & sustain”
   - We serve, but what does sustain mean?
   - Could it be something more proactive?
VALUES

What are the fundamental beliefs that shape how we work together and serve our mission?

As stewards of Portland State, we are committed to curiosity, collaboration, and trust. In our work, we strive for excellence, innovation, and pragmatism. We believe everyone should be treated equitably with integrity and respect.

FEEDBACK ON VALUES

- Third sentence – is that a given?
- Does this conflict with excellence?
  - One of the topic teams is wrestling with this (most of them are)
- Is curiosity the same as academic rigor? What about two discussions around equity?
- Diversity doesn’t mean different standards?
- These are nice words, but in the real world, do you have the resources to do this?
- Pragmatism – what is that about?
  - Replaced “relevance”
- Are we only pursuing “excellence” to the extent it’s “pragmatic?”
- How will people interpret this, and what does that mean for PSU?
- Could we define our words?
- “Equitable” can be read so many ways
  - What does it mean?
REPUTATION
What do we want to be known for? What is the enduring perception or emotion that describes the total experience of our organization?

Exceptional
Accessible
Innovative
Collaborative

FEEDBACK ON REPUTATION

- Everybody who knows us thinks those things
  - Is this about marketing?
- From the foundation’s P.O.V. - Generous
- “Exceptional” can be positive or negative
  - Is it outstanding?
- Sustainable – focused
- Needs more work
POSITION EXERCISE

- What unique & sustainable value do we deliver, where do we deliver it, and for whom?

POSITION ELEMENTS

- **PSU is the Laboratory of Portland**
  - Capstone project
  - First stop Portland
  - Certificates for industry
  - Institute for sustainable solutions
  - Community partnerships
  - Financial services
  - Urban planning

- **Our graduates are relevant to today’s world and to employers**
  - PSU has volume and diversity. Students able to get work experience while @ PSU
  - Global reach attract students from all over world, connects Portland

- **PSU is accessible**
  - PCC, Hospital systems, non profits, large retailers

- **What else is unique about PSU?**
  - No cap on enrollment
  - Majority local
  - First generation graduates
  - Students returning from work force
  - Connection to CC
Unique value - Laboratory of Portland

What organizations use the city well as a laboratory?

- Food industry/beverage
- PNCA
- Transportation/TriMet
- Metro-governance
- Sustainability
- Columbia/NYU
- Chicago