

## POLICY ON REVIEW OF YU VISSION, MISSION AND VALUES STATEMENT

### Policy/Regulations Purpose:

Al Yamamah University will periodically review its vision, mission and core values in order to ensure their continuing relevancy and to guide the organization in devising its strategic objectives and evaluating its performance.

This process will be directed by the University Council. Any recommended expansion or substantive changes require the approval of the Board of Trustees prior to their adoption. All changes must be effectively communicated to all university stakeholders.

To ensure that the University Council is duly apprised of any proposed change to the mission statement, the following distinctions shall apply:

**Modification:** a change to the text of the mission statement, made solely for improved style and/or clarity. Modifications may include rephrasing (e.g., minor word changes) or restatements that would not alter the institution's nature/character, purpose/function, curricular offerings or degree levels.

**Expansion:** a change to the text of the mission statement entailing the addition of language proposed solely to expand the institution's focus (e.g. to increase research or outreach efforts), that would not alter the institution's nature/character, purpose/function, curricular offerings or degree levels.

**New:** a substantive change to the current mission statement that results in a new mission that would alter the institution's nature/character, purpose/function, curricular offerings or degree levels (e.g., adding medical education or changing the focus from undergraduate to graduate education).

### **Mandatory Characteristics of the YU Mission Statement**

- The mission statement must take into consideration and appropriately serve the needs of the university's community of stakeholders.
- The mission statement must be guide the planning and decision making for all university units and departments.
- The mission statement must be developed through consultative processes, formally adopted and periodically reviewed.
- The mission statement must be used consistently as a basis for planning and major policy decisions within the institution.
- The mission statement shall guide the definition of goals and objectives for the development of all units within Al Yamamah University.

### **Procedures**

- A. Proposals to expand or make a substantive change to the university's mission statement should be submitted to the University Council in accordance with these procedures.
- B. Such proposals shall be submitted with the following documentation:
  - A cover letter outlining the proposed change
  - An explanation of the proposed change to the mission including rationale, justification, and impact upon resources.
  - Text of the current and proposed mission statements.
  - Impact upon degree programs and curricular offerings.
  - Any supplemental information deemed relevant.
- C. Modifications to the text of the mission statement may be proposed in writing by any member of the University Council; such proposal must include sufficient information to document that the desired change meets the criteria for modification. The University Council shall be empowered to authorize the proposed modification provided that it has the support of the president.

- D. Every five years the University Council will convene a meeting to review the university's statement of vision, mission and values.
- E. In anticipation of this meeting, the GDQAA will distribute a survey to all institutional stakeholders in order to gather their views on the YU vision, mission and values statements.
- F. The Information Center will submit to the University Council a summary of the results from the survey.
- G. The University Council will report its findings to the Board of Trustees as well as any recommended expansion or substantive changes to the YU statement of vision, mission and values. Only the Board of Trustees shall have the authority to approve such recommendations.
- H. Marketing and PR will announce to all stakeholders any updates to the YU statement of vision, mission and/or values. This may be done via email, flyers, newspaper or any other media based upon the approval of the president.

### Exceptions

The University Council reserves the right to decide on any situation/circumstances outside the conditions stated in this policy.

### Authorization

This policy was authorized and made effective by the University President



University President

25/3/2014  
Date