Core Ideology, Purpose and Values

NACUBO VISION
Defining excellence in higher education
business and financial management

NACUBO CORE IDEOLOGY

Core Ideology describes an organization’s consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two notions: Core Purpose – the organization’s reason for being – and Core Values – essential and enduring principles that guide an organization, its behaviors and actions.

CORE PURPOSE

To advance the economic viability of higher education institutions in fulfillment of their academic missions.

CORE VALUES

Basic Values: These values reflect attributes that are inherent within many organizations, including NACUBO; however, it is acknowledged that without these values our core purpose and vision could not be achieved.

HONESTY
We value honesty and act in ways that are consistent with the highest standards of professional integrity.

RESPECT
We value and model mutual respect and civility in all interactions with colleagues and peers.

EXCELLENCE
We value excellence and desire to achieve it in all of our professional endeavors.

Distinguishing Values: These values are unique to NACUBO and help differentiate the association and its members from other organizations. These values also support the fulfillment of our core purpose and vision.

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SERVICE ORIENTATION
We value and seek opportunities to be of service to professionals within the field, their institutions and other organizations.

Day-To-Day Behaviors:
- We desire to provide timely responses to needs and issues that are of significant importance to our stakeholders
- We serve as a knowledge broker and identify resources available outside of our organization
- We desire to provide effective means of communication among our members, regional associations and other higher education organizations through NACUBO’s website, annual conference, professional development opportunities, administrative staff and various marketing initiatives

COLLABORATION
We value professional partnerships and are open to and seek out opportunities to collaborate with others toward common goals.

Day-To-Day Behaviors:
- We seek to identify broad and differing perspectives and invite those into our discussions
- We involve others early in our processes to allow them to be committed brokers of change
- We identify and promote the benefits to our organization and to our partners
- We believe and demonstrate in our actions that the whole is greater than the sum of its parts
- We seek to create stronger alliances with the regional associations and other higher education organizations so that there is a more united voice in advocating for concerns on the state, regional and federal level

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OPENNESS

We value the exchange of ideas and actively engage in the sharing of knowledge.

Day-To-Day Behaviors:

- We are inclusive of differing points of view and seek to model the diversity within higher education in our association
- We freely and willingly share data and information to benefit the common good and to solve problems of mutual concern
- We nurture an organizational culture that fosters mutual commitment to the mission (purpose) of the association and at the same time, enables members the opportunity to freely express their views

COURAGE

We value innovative thinking and demonstrate a willingness to take risks as leaders within higher education.

Day-To-Day Behaviors:

- We learn from the past while remaining focused on the future

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