

The Mission Differentiation Project

February 24, 2004

Dear Colleague,

As you may know, the Board of Trustees has made clear its intent that Indiana University will continue to evolve as one university with multiple campuses, rather than as a system. This distinction is a crucial one, as it speaks to our institutional character and future.

Of priority importance in this context is the need to clarify how each of the seven IU-administered campuses fits within the overall framework of the university. If they are to fulfill their potential, each of our campuses must have a distinct and clearly articulated mission that can

serve as a roadmap for strategic growth and future development. These missions must focus not only on the strengths and challenges each of our campuses faces, but also on their aspirations and relationships with local, state, national and international constituencies. Mission clarification for our campuses is critical if we are to be as responsive, creative and distinguished as we can be as a university.

I have asked Charlie Nelms, Vice President for Institutional Development and Student Affairs, and Kenneth Gros Louis, Senior Vice President for Academic Affairs, to lead the "Mission Differentiation" initiative. F.C. Richardson, Chancellor Emeritus of IU Southeast, will join them in this effort. The process will involve faculty, staff, students, community leaders and other constituents of all seven IU campuses.

Vice Presidents Nelms and Gros Louis will communicate with you further about the specific steps in this process. I look forward to your support of and active participation in it.

Sincerely,

Adam W. Herbert
President

View the [Mission Differentiation Project Report](#).

<http://www.indiana.edu/~dema/MissionDiffProj.shtml>