

# Samford University Foundational Statements

## Revision 2005

Reference page assembled by David R. Bains, September, 2005

### **Introduction**

The Samford University Board of Trustees adopted a new set of Foundational Statements (including a new mission statement) in September 2005. This document contains the previous set of [foundational statements developed in the 1990s](#), the foundational statements [drafted by the revision committee and submitted to the board of trustees in spring 2005](#), and [the final version adopted by the Board of Trustees](#).

Among other things, the university's "Baptist" and "Christian" identity was clearly in play in these statements.

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### **MCPV Statements in place 2004 (developed 1990-1992, revised mid-1990s)**

Source: <http://www.samford.edu/mcpvv.html> Last updated: Feb. 4, 2005; accessed Sept. 17, 2005.

## **FOUNDATIONAL STATEMENTS**

At all levels of activity, everyone must be pulling together. We must share basic understandings among all operational units. True constancy of purpose is achieved by reaching reasonable commonality concerning mission, customers, critical processes, values, vision.

### ***I. Mission***

Mission identifies the *raison d'être* of an organization, the irreducible value that it contributes to its internal and external constituencies. It defines the difference the organization is determined to make. With no frills, it articulates its distinctive character. Here is our mission statement.

The mission of Samford University is to nurture persons, offering learning experiences and relationships within a Christian community, so that each participant may develop personal empowerment, academic/career competency, social/civic responsibility, ethical and spiritual strength; and continuously to improve the effectiveness of the community.

### ***II. Customers***

The customers of Samford University are those persons who transact with the University; those who may transact with the University; those who benefit from the opportunities Samford offers; those who have a personal interest or involvement in Samford; and those who have the capacity or potential to affect Samford or to be affected by Samford.

The primary customers of Samford University are currently enrolled students. Among other customers are: students' families; prospective students; faculty and staff employees, retirees, and former employees; Alabama Baptists; Southern Baptists; Christian community; alumni; contributors, vendors and suppliers; and potential employers and graduate/professional schools.

### ***III. Critical Processes***

Critical processes are those operating, cross-functional processes essential to an effective working relationship with the primary customers of an institution, and to fulfillment of the mission. They define activities which must be continuously improved if quality is to be optimized throughout the organization.

The critical processes of Samford University follow:

**Learning:** Design and implement formal and informal programs that provide information, insight, and integration of knowledge and practice, supplementing classroom and work experiences with campus involvements that nurture the physical, intellectual, emotional, social, vocational and spiritual capacities of each person, and increase international awareness.

**Planning:** Assess strengths and weaknesses, identify emerging needs and opportunities, eliminate what is no longer needed. Devise strategies to optimize the deployment of available resources in meeting the highest priorities of the institution.

**Enrolling:** Identify, attract, recruit and retain students likely to contribute most to the community, and to benefit most from Samford's distinctive educational process, meeting their needs for guided instruction; personal support; financial assistance; academic, social and spiritual advising; career guidance; and vocational placement.

**Staffing:** Identify, attract and employ faculty and staff academically qualified, personally suited to offer effective instruction or other service congruent with the mission of this University. Be responsive to the material, personal, social and spiritual needs of the community. Sustain the educational enterprise and each person with needed administrative, technical and support services in ways that affirm the values of this University and fulfill its mission.

**Funding:** Establish and cultivate relationships that will yield human and material resources. Assemble, manage and deploy the fiscal resources necessary to defray current and capital costs of University operations. Maintain an unimpeachable process of fund accounting, a prudent investment of assets, and a cost-conscious preservation of the aesthetics and utility of the physical campus.

**Living:** Plan and manage a responsive campus environment in which beauty and usefulness support the learning process. Provide safe, secure and hospitable residential quarters. Offer necessary support services to meet physical, social, spiritual and personal needs of the community. Encourage wholesome, nutritious and appealing dining. Demonstrate ecological awareness and responsibility. Encourage wholeness and health, and the following of Christian standards in corporate and personal endeavors.

**Marketing:** Provide an accurate, comprehensive and appealing interpretation of Samford to its public to bolster the pride of the community, to enhance the reputation of the University, to stimulate additional customers to support its mission and to increase public awareness of the value of its services.

**Complying:** Identify every educational, denominational and governmental agency whose approval is necessary or desirable. Understand the criteria and regulations by which each accredits, certifies and approves. Meet or exceed such standards in all areas of University life, or decline to do so as a justifiable act of deliberate choice.

## IV. Value Standards

Operational beliefs, tested over many years, provide dependable norms for organizational behavior. These non-negotiable convictions are essential to its integrity and expressive of its mission.

As a Christian community of learners, Samford University holds dear:

belief in God as Creator and in the traditions of the Christian faith  
the ministry and mission of the church  
the infinite worth of persons and the development of the full potential of each person at every stage in life, and "love of neighbor as one's self"  
the making of ethical choices based on the life of Jesus Christ, the teachings of the Bible, the well-being of others and an informed conscience  
openness, truthfulness, justice and fairness among persons of both sexes, all races and ethnic identities, all ages and all levels of giftedness; and respect for opinions, convictions and beliefs different from one's own  
the aspiration for personal achievement, economic self sufficiency and public usefulness  
a work ethic characterized by diligence, honesty, thrift and a sincere effort to do one's best  
civic awareness and responsibility, the processes of representative government, understanding of other cultures, and sensitivity to other people, places and systems  
service to community and constituency, within the University and the wider society

## V. Vision

Vision is the future to which an institution aspires as it fulfills its mission and expresses its values. It describes the attainable progress most cherished and most worthy of the commitment of every member of the community.

The vision of Samford University is to be among the finest and truest Christian universities in the world, acknowledged as one of the most distinctive universities because it so effectively meets students' needs, and uniquely reckons with academic learning and the Christian faith, having such influential Christian scholar-teachers on the faculty and graduating strong Christian leadership.

Aggressive in emphasizing learning, the integration of knowledge and the relationship of Christian faith to all human concerns-- intellectual, emotional, physical and spiritual

An ideal setting where Christian community values predominate in classroom and residential settings, where diagnostics direct assistance and mentoring to the unique needs and gifts of each student, and where Christian charity is normative

Aware of and involved in global economic, political, cultural and religious challenges confronting society, and encouraging leadership in meeting those challenges

Secure in its distinctive identity, choosing to be a developing model rather than replicating another; applying quality improvement principles and practices to managerial and academic processes

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## **Foundational Statements submitted by revision committee to the Board of Trustees, March 2005**

Source: <http://www.samford.edu/foundationalstatements/> Last Updated: March 31, 2004, accessed September 17, 2005

After revision in response to community comments during January, February and March, the final draft of Samford's revised Foundational Statements is ready for consideration by the University's Board of Trustees.

### **Samford University Foundational Statements**

#### *Identity*

Samford University is a Christian community focused on student learning.

Samford was founded in 1841 by Alabama Baptists and enhances their commitment by developing and maintaining an exemplary Christian ethos and culture.

Samford offers associate's, bachelor's, master's, and professional doctoral degrees.

Samford serves students through eight academic units: Howard College of Arts & Sciences, McWhorter School of Pharmacy, Cumberland School of Law, School of Business, Orlean Bullard Beeson School of Education & Professional Studies, School of Performing Arts, Ida V. Moffett School of Nursing, and Beeson School of Divinity.

#### *Mission*

The mission of Samford University is to nurture persons in their development of intellect, creativity, faith, and personhood. As a Christian university, the community fosters academic, career, and ethical competency while encouraging social and civic responsibility, and service to others.

#### *Core Values*

Samford University's particularity is rooted in convictions, essential to its integrity, and expressive of its mission. The Samford community values lifelong:

- belief in God as Creator
- learning and responsible freedom of inquiry
- personal empowerment, accountability, and responsibility
- vocational success and civic engagement
- spiritual growth and cultivation of physical well-being
- integrity, honesty, and justice
- appreciation for diverse cultures and convictions
- stewardship of all resources
- engagement with the life and teachings of Jesus
- generosity and loving fellowship
- service to God, to family, to one another, and to the community.

#### *Vision*

Anchored in Christian understanding, Samford University will be a diverse community, stressing vigorous learning and personal faith, in the Baptist tradition. With that commonality, the Community will be innovative in teaching, learning, and research, sensitive to global issues, and will be aggressive in self-assessment and continuous improvement. Faithful to its mission, Samford will be known and acknowledged worldwide by holding to its distinctives. The world will be better for it.

Revised 3/30/2005

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**Foundational Statements as adopted by Board of Trustees, September 16, 2005**

Source: <http://www.samford.edu/mission.html> Last Updated September 16, 2005; accessed September 17, 2005.

Approved by the Board of Trustees September 16, 2005

## IDENTITY

Samford University is a Christian community focused on student learning.

Samford was founded in 1841 by Alabama Baptists. In the present day, it maintains its ties to Alabama Baptists, extending and enhancing their original commitment by developing and maintaining in the campus community an exemplary Christian ethos and culture.

Samford University's corporate expression of faith commitment is *The Statement of Baptist Faith and Message of 1963*, without amendment.

Samford offers associate's, bachelor's, master's, and professional doctoral degrees, as well as continuing education and various types of worthwhile, non-degree learning.

Samford serves students through eight organizational units: Howard College of Arts and Sciences, McWhorter School of Pharmacy, Cumberland School of Law, School of Business, Orlean Bullard Beeson School of Education and Professional Studies, School of Performing Arts, Ida V. Moffett School of Nursing, and Beeson School of Divinity.

## MISSION

The mission of Samford University is to nurture persons in their development of intellect, creativity, faith, and personhood. As a Christian university, the community fosters academic, career, and ethical competency while encouraging social and civic responsibility, and service to others.

## CORE VALUES

Samford University's particularity is rooted in convictions, essential to its integrity, and expressive of its mission. The Samford community values lifelong:

- belief in God, the Creator of heaven and earth, and in Jesus Christ, His only Son, our Lord.
- engagement with the life and teachings of Jesus
- learning and responsible freedom of inquiry
- personal empowerment, accountability, and responsibility
- vocational success and civic engagement
- spiritual growth and cultivation of physical well-being
- integrity, honesty, and justice
- appreciation for diverse cultures and convictions
- personal empowerment, accountability, and responsibility
- stewardship of all resources
- service to God, to family, to one another, and to the community.

## VISION

Anchored in Christian understanding, Samford University will be a diverse community, stressing vigorous learning and personal faith, in the Baptist tradition. Within that commonality, the Community will be: *innovative* in teaching, learning and research; *sensitive* to global issues; *aggressive* in self-assessment and continuous improvement. Faithful to its mission, Samford will be known and acknowledged worldwide by holding to its distinctives. The world will be better for it.

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Assembled by David R. Bains; revised September 17, 2005