MISSION, VISION & VALUES SURVEY
STRATEGIC PLANNING

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OVERALL PARTICIPATION

33,794 SURVEYS SENT
9.6% 3,259 SURVEYS VIEWED
6.2% 2019 SURVEYS COMPLETED

2018 VS. 2019
NEARLY DOUBLE THE PARTICIPATION
OF THE 2018 PRESIDENTIAL SEARCH SURVEY
QUESTIONS, RATINGS & COMMENTS
QUESTION PHRASING

Rating Scale Questions

• How likely are you to agree that _____ positions us to succeed and to thrive in changing conditions?

Open-Ended Questions

• What, if any, changes would you make to _____ to better position us to succeed and to thrive in changing conditions?
BABSON’S MISSION

Babson College educates entrepreneurial leaders who create great economic and social value—everywhere.
EXAMPLES OF IDEAS GENERATED

• Clarify, adjust or replace “everywhere”, “great”, and “educate” (162)
• Include all business not just entrepreneurship (110)
• Include “adjust to changing environments/adaptability” (49)
• Emphasize that we teach a unique mindset/way of thinking (17)
BABSON’S VISION

We want to be the preeminent institution in the world for Entrepreneurial Thought & Action®—and known for it. We want to expand the notion of entrepreneurship to embrace and celebrate entrepreneurs of all kinds. We want to put the power of entrepreneurship as a force for economic and social value creation in as many hands in the world as we can.
EXAMPLES OF IDEAS GENERATED

- Clarify ET&A (86)
- Shorten it (78)
- Include all aspects of business (75)
- Emphasize the mindset that differentiates us (50)
- Focus on the impact (23)
BABSON’S VALUES

INTEGRITY
Trust, respect, and civility bring out the best in people. We respect and behave ethically toward each other and our external partners. We practice social and civic responsibility in the greater communities to which we belong.

DIVERSITY
We value our membership in a lifelong community that is broadly diverse. We believe that differences make Babson a richer community and provide the necessary contexts for shared accomplishment. We welcome and value people and their perspectives and respect the interests of all of the members of the community.

INNOVATION
We have a long-standing commitment to an institutional culture that fosters creativity, risk-taking, continuous improvement, leadership, and an entrepreneurial spirit. We encourage people to take the initiative and make a difference.

COLLABORATION
Our commitment to cross-disciplinary collaboration and to working closely with students defines the practices of the faculty, administration, staff and who work on the campus of Babson College. Together with our alumni, and with our external partners, we create a learning and working experience that is greater than the sum of its parts.

EXCELLENCE
Babson College is committed to excellence. Ours is a community in which all members can achieve their personal best. We seek to support each other thoughtfully for continuous growth and development.
RESPONDENTS EXPRESSED THE IMPORTANCE OF:

• Living our mission, vision & values (100)
• Measuring and reporting our performance (75)
• Ensuring our values are unique to Babson (45)
EXAMPLES OF IDEAS GENERATED

INTEGRITY
Emphasize social responsibility (23) & ethics (13)

DIVERSITY
Add inclusion (66) & embrace diversity of all kinds (15)

INNOVATION
Add learning from action and failure (15) & highlight creativity (10)

COLLABORATION
Build community (25) & expand collaboration beyond campus (12)

EXCELLENCE
Define excellence clearly (29) & create accountabilities (17)
EXAMPLES OF NEW VALUE IDEAS GENERATED

• Community (170)
• Leadership (87)
• Empathy/Compassion/Social Responsibility/Stewardship (76)
• Perseverance/Adaptability/Agility/Resilience (60)
• Integrated Sustainability (36)
• Accountability (32)
• Affordability/Equity/Accessibility (25)
NEXT STEPS

• Further assess the results
• Evaluate opportunities to strengthen and clarify the mission, vision, and values through the strategic planning process