BECKER COLLEGE
Be the change. Be the future. Be at Becker.

OUR VISION
BECKER COLLEGE will become a nationally recognized baccalaureate institution, renowned for its values and for its focus on delivering to the world highly educated, responsible citizens, prepared to contribute to a global society and rise to the top of their chosen professions.

OUR MISSION
The mission of BECKER COLLEGE is to deliver to each student a transformational learning experience — anchored by academic excellence, social responsibility, and creative expression — that prepares graduates to thrive, contribute to, and lead in a global society.

OUR CORE VALUES
At BECKER COLLEGE, we believe in the transformational power of a college education to impart knowledge and enlightenment in a global society. We believe higher education is a privilege, and that an educated person has a responsibility not only to seek personal and professional success but also to contribute to a greater good.

The following core values support these beliefs. They are fundamental to the success of the College and its community, reflecting the Becker College educational experience and guiding the College in its mission and decision-making at all levels.

EXCELLENCE
• We are committed to providing the best educational experience possible to every student.
• We seek opportunities to identify and celebrate excellence as part of our culture.

ACCOUNTABILITY
• We are committed to ensuring that all members of the Becker College community are accountable for their work in support of the College, its mission, and ideals.

COMMUNITY & DIVERSITY
• We promote an open and diverse community that encourages an unfettered exchange of ideas, with civility and respect, and the empowerment of all individuals.
• We believe in a future interconnected with our neighbors, our nation, and our world.
• We believe that our diversity as a community is a strength that should be celebrated.

SOCIAL RESPONSIBILITY
• We believe that by helping others, we enhance our own lives and the lives of others.

INTEGRITY
• We uphold the highest ethical standards, striving for institutional and personal integrity in all that we do.

CREATIVE EXPRESSION
• We believe that learning is rooted and grows in creative thought, inquiry, and self-discovery.

OUR STRATEGIC GOALS
1. Improve Services Delivered to Students
   To develop institutional policies, procedures, practices, and services that enhance the student experience.

2. Develop and Strengthen Academic Programs
   To evolve academic programs so they provide students with the professional competencies to lead in a global society.

3. Develop and Articulate a Marketable Brand
   To employ strategic communications initiatives that help all of the College's stakeholders understand the value created by Becker College.

4. Strengthen Community Partnerships
   To build local, regional, national, and international partnerships that further the College's mission.

5. Develop Alternative Sources of Funding
   To build and maintain financial resources to support the achievement of the College's vision and mission.

6. Build Becker Pride
   To build a sense of pride and unity within our community.

7. Develop a Performance Management Process that Holds Employees Accountable to Strategic Priorities
   To provide a framework for communicating expectations and achieving goals.

8. Develop Systems and Processes to Effectively Manage Information, Data, and Reports
   To create a comprehensive approach for capturing and utilizing data and information.