

STRATEGIC PLANNING MEMO #5: MISSION REFRESH FEEDBACK

July 3, 2019

Dear Otis College Community,

I'm pleased to note that at this point in time—mid-summer—we have launched the President search, planned for the resumed Provost search to soon follow, and gathered substantial and meaningful community feedback on our 2019-24 Working Strategic Plan Outline. Thank you again to all who provided feedback.

You might recall that the strategic planning process begun in 2018 with input gathering around core values and the College mission statement, resulted in the Working Strategic Plan Outline, recently shared for feedback. In that Outline was also included for feedback proposed **Mission Refresh** options.

As indicated from the outset of the current planning cycle, the College mission has been in place for many years, and Otis has evolved considerably through that time. Yet, in many ways, as our input gathering work demonstrated, key values such as diversity, student and career success (education of students to become art and design professionals), and the overall importance of art and design in the world remain constant; Otis is distinguished today in ways that echo much of what has distinguished it in the past. That is a sign of legacy of an enduring Otis heart that continues to beat today as strongly or stronger than ever. And, it's a sign of mission-appropriateness. Thus our mission is not *changing*, per se, it's being "refreshed," or made more current, fitting, clear, and compelling based on the lasting and more recently refined key elements that it represents.

At this time, the working strategic plan is being further refined to form a more fully articulated and deeply-informed version, which will resonate all the more closely with the Otis community based on how much has been learned from the input and feedback. The new, full Working Strategic Plan will soon be posted on our [Strategic Planning webpage](#) for review and forwarded to the Board of Trustees for approval.

Before then, however, our newly informed and refined long- and short-form Mission Refresh options are now ready for your further review, on their own. I invite you to [read and indicate your level of support for](#) the newly informed and revised Mission Statement options currently being readied for adoption. Feedback will be collected through Sunday, July 21st.

I, along with the Strategic Planning Steering Committee and the Board of Trustees appreciate your taking a moment to read and respond to this now very well informed Mission Refresh for the College.

With appreciation,

Randall Lavender
Interim President