Common Purpose, Values, and Behaviors

Common Purpose
At the U, we transform lives through teaching, research, and service.

Diversity
Valuing and including people from all cultures and backgrounds in the pursuit of our common goals.

Behaviors
• I view differences of opinion as essential for growth.
• I treat everyone with dignity and understanding.
• I respect all members of the University community.

Integrity
Demonstrating honesty and fairness in our words and actions.

Behaviors
• I uphold the highest standards of ethical behavior.
• I act with sincerity and truthfulness in all interactions.
• I model fair treatment and respect for everyone.

Responsibility
Exhibiting pride and accountability in the performance of duties and ensuring the long-term success of our University.

Behaviors
• I utilize University resources in a responsible manner.
• I make the goals of the University my priority.
• I am dependable and trustworthy.
Excellence
Striving to accomplish our goals with quality, rigor, passion, and distinction.

Behaviors
• I perform each task with the highest level of quality.
• I exceed the expectations of everyone I serve.
• I actively seek opportunities to learn, grow, and improve performance.

Compassion
Behaving in a caring, humane, and empathic way.

Behaviors
• I seek to transform the lives of others for the better.
• I listen to others with empathy and understanding.
• I help to resolve and relieve stressful situations.

Creativity
Embracing innovation, flexibility, and originality in the pursuit of our vision and mission.

Behaviors
• I actively pursue new and better ways for achieving desired results.
• I recognize and encourage creativity among my colleagues.
• I see improvement as my responsibility.

Teamwork
Engaging and working well together to achieve optimal results.

Behaviors
• I always communicate honestly and openly.
• I treat others as they would like to be treated.
• I support my colleagues in the pursuit of our common goals.