For 86 years, the NYU School of Professional Studies has been a leader in delivering professionally focused education to students in the New York metropolitan area, across the country, and around the world.

As the industries it serves have evolved, the School has remained a thought leader in higher education by developing and delivering content that meets the needs of both its students and the workforce.
Recently, members of the School’s internal community, as well as members of the industries it serves, voiced their consensus that a unifying mission statement for the School needed to be developed.

One that would clearly define:

- Who we are
- What we do
- What sets us apart
Engaged consultant to guide this critical and complex project.

Elizabeth Haas, PhD
- Adjunct instructor who teaches for the Preston Robert Tisch Institute for Global Sport.
- Over 35 years of experience as a management consultant in both the public and private sectors.
1. Established a comprehensive process that included the review of a wealth of materials to gain insight into the NYU SPS brand and current positioning. Conducted interviews with dozens of NYU SPS students, faculty and staff members, alumni, industry partners, and members of the School’s leadership team to identify values and messaging that define the School’s mission.

2. Compiled thoughts and feedback from interviewees that served as the basis for the development of the School’s value proposition.
3. Distilled down value points into a mission statement that articulates the essence of all that we do in one simple, yet compelling phrase.

4. Rolled out the mission statement with support materials to ensure that all members of the NYU SPS community understand the mission and its underlying value proposition, and are empowered to make it part of their teaching, learning, and communications.
While rollout was scheduled for Spring 2020, the COVID-19 crisis required postponement of sharing the mission statement with the NYU SPS community.

The start of the 2020-2021 academic year presents the perfect opportunity for the introduction of the new mission statement and the demonstration of how it can be incorporated into the School’s internal and external communications.
NYU SPS MISSION STATEMENT

Prepare our students to succeed at all stages of their educational and professional journeys by providing transformative learning steeped in real-world applications, while impacting global industries, professions, and communities.
A MISSION STATEMENT SUPPORTED BY A UNIQUE VALUE PROPOSITION

<table>
<thead>
<tr>
<th>Committed to Academic Excellence</th>
<th>Inspired by Tomorrow’s Challenges</th>
<th>Invested in Enduring Relationships</th>
<th>Supported by a Collaborative Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Foster exceptional teaching and applied research that translates theory and real-world experiences into dynamic, high-value curricula</td>
<td>• Champion innovation and agility in courses and programs</td>
<td>• Collaborate with thought leaders around the globe</td>
<td>• Ensure inclusion, diversity, belonging, equity and access (IDBEA) at SPS</td>
</tr>
<tr>
<td>• Bring diverse and cross-disciplinary perspectives and the principles of inclusion into our academics</td>
<td>• Partner with professional communities to anticipate and deliver solutions to emerging opportunities</td>
<td>• Understand and influence the pulse of industries and professions</td>
<td>• Actively engage in SPS students’ individual and community development</td>
</tr>
<tr>
<td>• Offer access to an unrivaled range of disciplines</td>
<td>• Seek positive social and economic impact</td>
<td>• Leverage New York and its thriving institutions</td>
<td>• Build thriving faculty communities</td>
</tr>
<tr>
<td>• Capitalize on the global assets of New York University</td>
<td></td>
<td>• Promote transformative networks of colleagues, alumni, and mentors</td>
<td>• Foster staff contributions and connections across the school and university</td>
</tr>
</tbody>
</table>
Due to the pandemic, the majority of messaging for the mission statement rollout will be digital, and will provide for its distribution across the most widely used communications channels.
The NYU SPS website will feature a section dedicated to the mission statement rollout, along with illustrations of the ways in which the value proposition supports it.
The School’s Facebook, Twitter, and LinkedIn presence will carry the new mission statement.
Downloadable Zoom waiting screens will help to reinforce messaging during internal and external meetings.
A blurb of copy will be supplied for digital newsletters and news briefs to announce the introduction of the new mission statement with links to the corresponding section of the website.
The lobby screens at 7 East 12th Street will greet students and faculty members with the new mission statement.

NYU SPS
Mission Statement

Prepare our students to succeed at all stages of their educational and professional journeys by providing transformative learning steeped in real-world applications, while impacting global industries, professions, and communities.