



SCU Communications Toolkit

Mission, Vision and Values

Core Attributes, Key Messages and Descriptors

Draft

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Santa Clara University Mission

Santa Clara University is a Catholic and Jesuit institution that makes student learning its central focus, promotes faculty and staff learning in its various forms, and exhibits organizational learning as it deals with the challenges facing it.

Student learning takes place at the undergraduate and graduate level in an educational environment that integrates rigorous inquiry and scholarship, creative imagination, reflective engagement with society, and a commitment to fashioning a more humane and just world.

As an academic community, we expand the boundaries of knowledge and insight through teaching, research, artistic expression, and other forms of scholarship. It is primarily through discovering, communicating, and applying knowledge that we exercise our institutional responsibility as a voice of reason and conscience in society.

We offer challenging academic programs and demonstrate a commitment to the development of:

- Undergraduate students who seek an education with a strong humanistic orientation in a primarily residential setting.
- Graduate students, many of them working professionals in Silicon Valley, who seek advanced degree programs that prepare them to make significant contributions to their fields.

In addition to these core programs, we also provide a variety of continuing education and professional development opportunities for nonmatriculated students.

STRATEGIC VISION

Santa Clara University will excel in educating men and women to be leaders of competence, conscience, and compassion. By combining teaching and scholarship of high quality, an integrated education in the Jesuit tradition, and a commitment to students as persons, we will prepare them for professional excellence, responsible citizenship, and service to society, especially on behalf of those in greatest need.

SCU CORE VALUES

We hold ourselves responsible for living out these core values, which are critical for carrying out our mission in pursuit of our vision:

- **Academic Quality.** We seek an uncompromising standard of excellence in teaching, learning, and scholarship. All three elements are essential to academic quality at Santa Clara. We prize original scholarship for its own sake and for the contribution it makes to teaching and to the betterment of society. Our commitment to academic freedom is unwavering.
- **Integrated Learning.** While valuing the integrity of established disciplines, we endeavor to integrate different forms of knowledge, to educate the whole person, and to foster moral and spiritual development. By promoting learning in everything we do, we foster a lifelong passion for learning.
- **Commitment to Students.** As teachers and scholars, mentors and facilitators, we nurture and challenge students as we help them become independent learners and responsible leaders in society.
- **Service to Others.** We promote throughout the University a culture of service?service not only to those who study and work at Santa Clara but also to society in general and to its most disadvantaged members.
- **Community and Diversity.** We cherish our diverse community and the roots that must sustain it: shared values amidst diversity, close personal relationships, effective communication, respect for others, and an engaged concern for the common good of the campus, the local community, and the global society.
- **Jesuit Distinctiveness.** We preserve and renew the Jesuit tradition, which incorporates all of these core values. Our tradition is an expression of Christian humanism in which faith and reason together animate the most fundamental human quest?the pursuit of truth and goodness. This pursuit challenges us to counter inhumanity with humanity, to act ethically, and to promote justice with faith. We also take part in the broader Catholic tradition to which Jesuits have made a major contribution.

SCU Core Attributes, Key Messages and Descriptors

Academic Excellence

- **Overview** - *SCU is a nationally recognized university with four Schools and Colleges and three Centers of Distinction. The university offers a broad range of courses and majors taught by highly acclaimed faculty. Over 8,400 exceptional students from 36 states and 11 foreign countries compose a diverse and talented student body.*

- **Key Messages:**
 - *SCU's ideal size and distinct educational approach presents an opportunity for students, faculty and staff to participate as a dynamic community of scholars.*
 - *Students receive the benefits of a comprehensive, rigorous and multi-faceted academic environment, balanced with the personal attention and care of an intimate and engaged campus community.*
 - *Small classes and courses taught exclusively by professors assure students the best opportunity to develop their unique skills and potentials while seeking expression for their individual passions.*
 - *An emphasis on both in and out of class learning adds to SCU's distinct educational experience by providing opportunities for students to learn with and through others.*
 - *SCU's learning environment is enhanced by its stunning 106 acre campus and exceptional Residential Learning Communities.*
 - *SCU's rich history and academic foundations and distinct educational approach are informed by the 450 year old Jesuit tradition.*

- **Key Descriptors :**
 - accomplished, high-caliber faculty
 - all courses taught by professors
 - emphasis on teaching and scholarship
 - Nationally ranked academic programs
 - broad range of courses and majors
 - high achieving student body:
 - mean high school GPA 3.54
 - math SAT- 619; verbal SAT- 598
 - low student to faculty ratio (12:1)
 - small class sizes (average class size is 25)
 - integrated, global education
 - community of scholars
 - undergraduate research opportunities
 - numerous in and out of class learning opportunities
 - up to date classrooms and facilities
 - Residential Learning Communities
 - study abroad opportunities around the world
 - strong alumni network (internships/career opportunities; continuous learning)

- ranked among top 360 Universities in the US by *Princeton Review*
- as ranked by *US News and World Report*:
 - no. 2 comprehensive university in the west for the 17th consecutive year
 - no. 1 freshman retention rate (92%) in the West among 123 Master's U's
 - no. 2 highest Undergrad graduation rate (84%) in US among 557 Master's U's
 - School of Engineering among top 50 Engineering schools in the US
- students advance to top graduate and professional schools
- graduates have good job opportunities
- rich history and tradition- first university established in California (1851)
- distinguished alumni (Steve Nash; Leon Panetta)

Academic Excellence: Current Assessment – *This is the most critical image driver for SCU and the key variable for student selection. To realize our goal to become nationally prominent, we must enhance our image as a rigorous academic institution. On a pragmatic level, students select SCU over those schools that they perceive academically beneath SCU; and they choose other universities over SCU that they perceive to be above us. Sufficient emphasis on academics is currently missing from our materials.*

- the main factor in determining prominence/reputation
- the primary (prerequisite) consideration for prospective students
- a major motivator for encouraging investment from donors
- distinguished alumni are “proof” or validation of our excellence

SCU Core Attributes, Key Messages and Descriptors

Unparalleled Opportunities of Location –

- **Overview** - *SCU's location is 40 miles south of San Francisco in the heart of the Silicon Valley provides an unparalleled range of educational, cultural, social, vocational and recreational opportunities that allow students the opportunity to develop a focused understanding of their academic discipline, an appreciation of diverse cultures and development of their whole selves, providing the basis for productive, healthy and fulfilling lives.*

- **Key Messages:**
 - *stunning 106-acre campus 40 miles south of SFO in the heart of Silicon Valley*
 - *located amidst some of the most diverse cultural and ethnic communities in America with a rich concentration of intellectual, technological and entrepreneurial activities*
 - *San Francisco is located an hour away with accessible public transportation providing numerous educational; cultural, vocational, recreational and career opportunities*
 - *SFO Bay Area – dynamic metropolitan area surrounded by unmatched beauty and geographic diversity*
 - *Broad availability of internship and career opportunities. Local companies include Intel, Apple, HP, AMD, Cisco, Google, EBay, SUN, Genentech, Lockheed, Agilent, IBM, Clorox, Chevron, Bank of America, Wells Fargo, Charles Schwab*
 - *SCU campus is accessible to geological wonders of the Bay Area - beaches; mountains; vineyards (Lake Tahoe; Yosemite; Santa Cruz; Monterey; Big Sur; Napa Valley)*
 - *SCU participates in Division I Athletics program (WCC) with several nationally ranked teams in men's and women's sports*
 - *SFO Bay Area is home to big time professional sports teams (Giants; A's; 49'ers; Raiders; Warriors; Sharks)*
 - *active alumni network provides opportunities for life-long friendships and career opportunities*

- **Key Descriptors:**
 - *Silicon Valley innovation/entrepreneurship; technology; business; internship and career opportunities*
 - *Bay Area educational, cultural, entertainment and social resources; unlimited recreational outlets – city; ocean; mountains; valleys*
 - *San Francisco brings multiple positive associations – culture; geographic beauty; sophistication; art; business; food; wine*

- **Opportunities of Location: Current Assessment** - *SCU is situated in one of the most advantageous locations in the world with virtually unlimited educational, cultural, recreational and career opportunities. Location is a clear differentiator for SCU, but we need emphasis that goes beyond Silicon Valley and palm trees to encompass the broad array of opportunities available throughout the Bay Area.*

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Dynamic, Engaged Community –

- **Overview** - *Santa Clara University offers a dynamic and engaged community that is central to the unique educational experience that is characteristic of an SCU education. SCU provides the dynamic qualities of a large, diverse academic community within a caring, nurturing environment, all contained within a stunningly beautiful 106 acre campus 40 miles south of San Francisco in the heart of Silicon Valley. This unique combination of qualities allows the university to focus on educating talented students from diverse backgrounds who seek a complete educational experience, providing the opportunity for them to develop into leaders of competence, conscience and compassion who will help fashion a more just and humane world.*

- **Key Descriptors:**
 - ideal size- combines a dynamic academic environment that includes four Schools and three Centers of Distinction with an intimate, caring campus community that provides personal attention, opportunities for growth and a rich campus life
 - integration of in and out of class learning:
 - RLC's
 - over 85 student organizations and clubs
 - community-based learning opportunities
 - service learning opportunities
 - leadership development opportunities
 - frequent guest speakers from around the region, the country and the world
 - vital relationships with organizations from Silicon Valley and the Bay Area
 - internship opportunities in the Bay Area across numerous disciplines and areas
 - lifelong career networks
 - opportunities to study abroad
 - wide range of on-campus extra-curricular activities

Dynamic, Engaged Community: Current Assessment - *our engaged campus community and quality of life provides a major point of differentiation (validated by freshman retention rate; graduation rate). SCU provides the ideal combination of a diverse, dynamic community within an intimate environment that focuses on personal attention and care:*

- Highly developed RLC network
- Nearly 100 student clubs and organizations
- Access to numerous educational, cultural, social and recreational opportunities
- Stunning 106 acre campus with exceptional facilities
- recreation, Club and Intramural programs involving a large percentage of students
- high quality recreation and athletic facilities
- Division I athletics programs with exceptional facilities
- A fun social environment
- large residential community (90% freshman; 46% undergraduates live on campus)

- stunning 106 acre campus
- up to date residential housing and facilities
- active residential learning communities
- opportunities for spiritual growth
- an ethnically diverse student body
- generous financial aid programs (71% of undergraduates receive aid)
- caring community with comprehensive student services
- safe, open campus environment
- large, active alumni body (71,103) and career network
- broad opportunities for career development
- among the top three highest freshman retention rates in U.S. (92% - tops in west)
- among the top five graduation rates in U.S. (84%)

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Jesuit Ethos –

- **Overview** - *SCU's educational mission to educate leaders of competence, conscience and compassion to help fashion a more just and humane world is informed by the 450 year old Jesuit tradition that emphasizes educating the whole person, critical thinking skills, a global perspective, and a values-based education. Appreciation for a Jesuit education is uneven; those that have experienced Jesuit education tend to value it highly, those who haven't are unsure. Introducing the Jesuit ethos through its values and philosophy is often the best way to create understanding and appreciation.*

- **Key Messages:**
 - *A Santa Clara education is distinguished by its challenging core curriculum and emphasis on development of competent, reflective and ethical leaders who will actively promote responsible citizenship.*
 - *Santa Clara seeks to educate leaders of competence, conscience and compassion to help fashion a more just and humane world.*

- **Key Descriptors:**
 - education of the whole person
 - a values-based education with an ethical perspective
 - development of an inclusive, global perspective
 - educating and seeking knowledge for the common good
 - educating men and women for others
 - emphasis on personal development
 - opportunities for spiritual growth
 - connecting faith and reason
 - bringing truth to light
 - finding God in all things
 - educating leaders to help fashion a more just and humane world
 - Magis- to do more; to seek more; to make the world a better place...
 - service-learning opportunities
 - graduates participate in global service jobs (Peace Corps, Vista, etc)

Jesuit Ethos: Current Assessment – *SCU's distinct educational approach is informed by the 450 year old Jesuit tradition. The "Jesuit" approach is not widely known and understood by prospective students and their parents Perception of Jesuit education is uneven. Those who have been introduced to it hold it in very high esteem; those who haven't are either confused, or, suspicious. It's important to introduce Jesuit education through its values, philosophy and intentions, as these are generally valued highly by key audiences.*