

Summary BUCCS 10

The Bradley University Campus Conversation Series 10 focused on key characteristics of the University. The approach taken to identify strengths was to look at tag lines that are Bradley today and/or should be accurate descriptions of Bradley in the near future. At each of the three sessions participants started by sorting current tag lines found on the WEB into those from Bradley and those from other institutions. Discussion of the sorting process focused on both the factual basis for making the decisions and aspects of tone and word choice that provided insights. The session then moved to developing a “Top 10” list of tag lines that one should find when searching Bradley’s up-front web presence within the next 5 years. Participants considered current tag lines from Bradley and other sites and the list of desired attributes for our graduates developed in BUCCS1. Conversations also focused on making Bradley distinctive and the historical importance of a blend between professional and liberal arts studies being a part of the Bradley experience. These lists are presented below for your consideration of the commonalities and differences of foci between the collections of tag lines developed each day.

Tag Lines 2-27-08

1. Access to appropriate tools and emerging technologies
2. Access to diverse areas of learning in five collaborating colleges: Business, Communications and Fine Arts, Education and Health Sciences, Engineering and Liberal Arts and Sciences
3. An essential and practical education that prepares each graduate to begin a lifetime of professional achievement
4. Students begin to prepare for their future professions by their involvement in off-campus work environments as interns, volunteers, and co-op students
5. The creative and productive use of the knowledge and skills acquired in a broadly diverse education
6. Students, faculty and staff learning in collaboration with the local Peoria community – in business, health care, engineering, the arts, education, government and social services - as well as with their national and global parties
7. Creative and critical thinking with an ethical purpose
8. Collaboration between professors and talented students in small classes
9. National reputation for academic excellence

Tag Lines 2-28-08

1. Close collaboration between faculty and students
2. Hands-on experiential learning
3. Small classes
4. Prepare students to lead (> teaching students the components of leadership)
5. Promote an entrepreneurial spirit

6. Promote global citizenship
7. Opportunities for social involvement
8. Experiencing diversity
9. National distinction for academic excellence
10. Broad-based education
11. Commitment to sustainability of human and natural resources
12. Promote lifelong learning
13. Widens students' future professional flexibility (alternatives?)
14. An appreciation of the shared destiny and common humanity of all peoples
15. A national reputation for academic excellence
16. Proficiency in content knowledge and critical thinking that prepares our students to be responsible citizens.

Tag Lines
2-29-08

President prefers we're #1 at two or three things rather than mediocre at seven
 Creating an infrastructure that attracts the best people in the country. Would "the best" want to live in this community?

The community is Caterpillar

Plaque – Lydia's vision has a commonality

- 1) Basic civic mindedness: community, nation, world
- 2) Productive citizens of the world; sense of responsibility
- 3) Leadership – 240 groups with opportunities for service, relevant for future students
- 4) Entrepreneurship across the colleges with collaboration and engagement across as many programs as possible – using Internet 2
- 5) Lifelong learning
- 6) Effective problem solving across programs – applied approaches
- 7) Collaboration – practical skills with faculty and students
- 8) Bridge disciplinary understandings
- 9) Ethics – cultivating ethical sensibility
- 10) Professional "building" of students: we develop and change students. We push them along. They leave with a professional value set. We roll up our sleeves and work with these unpolished students.

Fine Arts, multi-media, music

Promote our Gen Ed courses – must find resources