



Centre for Internal Quality Assurance (CIQA)

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Revisiting the Vision and Mission Statements of Madhya Pradesh Bhoj (Open) University, Bhopal

Vision and mission statements are having strategic importance, which indicates the priorities of any institution. A university's vision and mission statements serve as a public proclamation of its purpose and values. These are unspoken contracts between the university and its various stakeholders.

A vision statement should provide the rationale to move forward and evolve to best serve the students. A well-written vision can guide decision-making, resource allocation, policy decisions, and how the university operates. By making its purpose clear, the university can put its goals and objectives into action. Thus, a mission statement should consider why the university exists and the strategies for achieving its purpose. Based on the stated, a university's vision and mission statements should not be merely empty/fancy words.

Review of Present Vision and Mission

Current Vision and Mission

"Effective and sustainable interventions to develop upgrade and recycle human resources for areas critical to national development including the well being of the community"

"Cost effective, extension and promotion of quality of education to reach the unreached"

"Interventions for wellbeing of the community"

"Omnipresent and omnipotent education using emerging information and communication technologies"

"Success through Access"

Systematic Review of Current Vision and Mission

In very ordinary words, a vision statement describes the expected future position of the university and a mission statement defines its objectives and approaches to attain those objectives. Typically, a university holds an inclusive and rationally justifiable vision and mission statements. University's all departments/schools/centres/divisions have their vision and mission statements. However, it is surprising that MPBOU has no vision and mission statements for its departments/schools/centres/divisions.

Signature

Signature

1. Vision and mission statements should clearly communicate the futuristic view of the university and its priorities and values. However, MPBOU's current vision and mission statements failed to convey its purpose and promises.
2. MPBOU has some statements under the section of "Mission and Vision", but there is no clarity of thought. It is difficult to identify that which statement is the vision statement and which are mission statements.
3. Linguistic clarity of these statements is also a matter of serious concern.
4. A completely shallow language has an almost negligible impact on how MPBOU operates. Staff members may not aware of, or care about, what the university's vision and mission statements state. It shows that the explicit values are disconnected from what actually happens in the university.
5. These statements are vague, providing no guidance to put these into practice.
6. Mission statements collectively express why an institution exists, provide strategic direction, and ensure that all the resources are used within the set direction/framework. In this sense, MPBOU's current vision and mission statements are insufficient.
7. University's Vision should define what it wants to become in the future and which position it desires to achieve. So, MPBOU's statements claimed as vision and mission are uncertain towards its sustainability.
8. It is extremely surprising to know that no one has objected to the terms (such as omnipresent, omnipotent, recycled human resource) being used in vision and mission statements in the last almost three decades.

The expected functions of universities are to prepare a qualified workforce that the country needs; provide education/training services; design, produce and disseminate scientific knowledge; and provide community services. These functions are subject to change with the shifts in the socio-economic environment. This process of change has made university autonomy, accountability, quality assurance, accreditation, and management/governance essential. In this process of transformation, the role of strategic planning becomes significant. However, the success of strategic planning depends on the correct identification and formulation of vision and mission statements. Mission and vision statements also contribute to the institutional identity of the university.

At present, social changes— both nationally and globally— are rapid and wide-ranging, and some of their effects are unpredictable. The significance of knowledge, quality and expertise is increasing. Universities face demands and expectations that directly reflect the trends in society. On this ground, the MPBOU has to identify specific trends that will be important for it in terms of more intense competition, improved interaction with society, and willingness to change. Therefore,

- MPBOU's vision statement should focus on the particular attributes that differentiate it from other open universities, and take all its probable future endeavors of the internal and external environment into consideration.
- The vision must be understood and shared by all stakeholders of the organization.
- Vision and mission statements should help the stakeholders have an idea of the university's culture and academic governance.



- Vision and mission statements should be formulated to strengthen the knowledge culture that ensures the university's academic commitments and motivate all its members at different levels of the institutional hierarchy.

In the above reference, MPBOU's current vision and mission statements have been revisited and proposed the revised vision, mission and value statements, as mentioned in the subsequent sections.

Revised Vision, Mission and Values



Vision

To be an institution of excellence in open and distance education (ODL) through its academic philosophy, inspirational ways of education delivery and systematic interventions in teaching-learning processes to serve the societal needs and sustainable development goals for making future global citizens.



Mission Statements

1. To build an integrated open education system enabling the learners to attain their career as well as social and national goals.
2. To emerge as a knowledge centre through ICT facilities in education delivery processes and academic governance.
3. To attain the global standards of academic practices through research, institutional collaborations and need-based training programs.
4. To make learners competitive and socially responsible citizens by incorporation of humanistic values and vocational skills in academic programs/curriculum.
5. To ensure inclusive and equitable quality higher education and promote lifelong learning opportunities to all sections of society.



Values



Access: As a resource within the reach of all the stakeholders, who need higher education, we are committed to reach the unreached. All have equal access to opportunities and resources, particularly those who are marginalized or excluded or belonging to other minority groups.



Inclusion: Reflection of a culture that seeks, greets, and moves forward with talented minds from different socio-economic backgrounds, irrespective of age, sex, race, ethnicity, language, religion, political or other opinions, national or social origin, as well as persons with disabilities, migrants, indigenous, especially those in vulnerable situations or another status. Respect to all individuals equally by building a foundation of mutual trust, acceptance, understanding, and accountability.



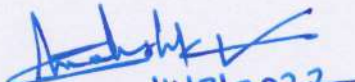
Ethics: Commitment to the highest moral standards in personal and professional behavior, and always be transparent and accountable in institutional governance, where such an environment maintained that is consistent, open, and honest, which encourages interactive and respectful

dialogue.

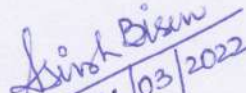


Excellence: Commitment to a continuous improvement in academic programs and services through teamwork, empowerment, perseverance, and innovation.

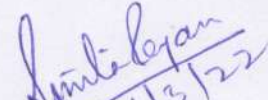
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