

## B&F VISION STATEMENT

Be "better" than any other higher education B&F organization in the country.

"BETTER" means:

BE EXPERTS - develop deep, deep knowledge in your areas of responsibility - know your stuff and be confident in your explanations and advice

BE CREATIVE PROBLEM SOLVERS - be thorough in your analysis and evaluation so that both the problems and solutions become clear whether they were obvious or not

BE RESOURCEFUL - always find a way to make positive things happen for people that turn to us for assistance - knock it out of the park for them and they will rely on us over and over

CREATE TIGHT, WELL-OILED PROCESSES - make it simple for the user - keep the complicated parts close to the center where the greatest expertise is maintained

CREATE WELL-WRITTEN COMMUNICATIONS - 100% accurate, clear, concise - make sure that people understand the importance of paying attention to the message - even if the reader won't like the information, make sure it is helpful and valuable

BE RELATIONSHIP BUILDERS - service is our entire purpose - our relationships with the people we serve will determine their perspective about our organizational value

BE ONE TEAM - perceptions about us individually reflect on the entire B&F organization - help each other be successful

BE RELENTLESSLY OPTIMISTIC - we can always find a way - setbacks are NOT failures; they give us better perspective and more clarity