

# Change Moment

Name: \_\_\_\_\_ Department: \_\_\_\_\_ Date: \_\_\_\_\_

**Our Mission:** “We change individual lives by developing superior skills, knowledge and character.”

## Hallmark University’s mission statement is concise with each word carrying much weight.

“**We**” implies ownership and acknowledges that our staff and faculty play an active role in each of our student’s success. However, rather than having a perspective of pride in our ability to change someone’s life, this is a humble perspective of service to our students – a perspective of active nurturing and developing.

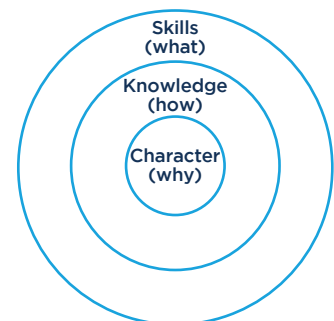
“**Change**” acknowledges that at both the macro level (multiyear degree) and the micro daily level, change is desired by our students. Our energy focuses on creating this change in the whole person at every opportunity. The change we seek is in moving a person along the continuum from an inward flowing life to an outward flowing life.

“**Individual lives**” recognizes that each individual who walks through our door has a unique story and purpose. Our intent is not to mold them into a one-size-fits-all outcome, but rather to develop them to their own unique potential. Additionally, each person has unique needs to be met in order to be successful. While we use cohort data to help us make wise decisions, our mission is ultimately achieved through nurturing and developing change in individual lives.

“**Developing**” recalls an old technology called film development. It is a process that releases a vision that already exists within the film but requires a process to reveal it. Just as a seed has its DNA and potential defined and contained within itself, it will never realize its potential until placed in an environment designed to grow and develop it into a tree that bears fruit. “Developing” also implies a maturing process over time. Just as everything in a growing and developing environment (nutrients, oxygen, water, composition, sunshine, etc.) impacts the health of the plant, every touch point at Hallmark University (“we”) impacts student success.

“**Superior**” calls us to a commitment of continuous improvement and a goal of an education second to none. However, being the best is not our ultimate goal, but a means towards changing lives. “Superior” can be measured by how much something is valued. Our students come for what they perceive as the best education they can get. The vast majority of our students come primarily to get a great career (rather than a paper degree to hang on the wall), the education we provide must deliver on that value proposition more than other institutions. In other words, the skills, knowledge, and character we develop must be in high demand and valuable to industry. Another important consideration of superior to our students is the attainability of the education we provide, so then making our outcomes more attainable will be considered “superior” to our students.

“**Skills, knowledge, and character**” concisely define our whole-person educational model. We recognize that a person’s identity should not lie solely in her skills (what she does) or knowledge (what she knows), but rather in her character (why she does what she chooses to do, her priorities). Employers consistently tell us that character is of greater importance and of a greater value to them than skills, because a person with character can readily learn skills. Adapting Simon Sinek’s Golden Circle, a person’s skill is the interface to the outside world, applied through knowledge, but from an origin of character. A person with only skills and knowledge does not have the foundational structure of character from which to build a successful life, a life of significance.



**Galatians 6:9:** “Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.”

“If you have a family mission statement that clarifies what your purpose is, then you use that as the criterion by which you make the decisions.” - [Stephen Covey](#)

“Here is the test to find whether your mission on Earth is finished: if you’re alive, it isn’t.” - [Richard Bach](#)

“What I try to tell young people is that if you come together with a mission, and its grounded with love and a sense of community, you can make the impossible possible.” - [John Lewis](#)

“The life of Christ was a life of humble simplicity, yet how infinitely exalted was his mission. Christ is our example in all things.” - [Ellen G. White](#)

“Collaboration is a key part of the success of any organization, executed through a clearly defined vision and mission and based on transparency and constant communication.” - [Dinesh Paliwal](#)

# Our Mission

Memorize the Hallmark University Mission provided on page 1.

Choose a quote or the scripture on the front page and comment on its applicability to you, specifically as it relates to Hallmark University.

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Our mission statement is composed of only eleven powerful words. Choose in rank order the five words that you believe to be the most critical to you, your peers and our stakeholders in truly understanding our Hallmark mission.

1. \_\_\_\_\_

4. \_\_\_\_\_

2. \_\_\_\_\_

5. \_\_\_\_\_

3. \_\_\_\_\_

Look up a complete definition of each word and then choose that part of the definition that most appropriately aligns in meaning with our mission statement. Write the definitions here:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

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In your own words, using what you've learned from your selected definitions, explain how would you expound on our mission statement?

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