



Culture Change: Values Identification

Communications Advisory Committee

Working Group on Culture Change

- Oversee development of a university-wide statement of values and ethics
- Process will include robust engagement with faculty, staff, students and other stakeholders
- One piece of the “culture change puzzle”



Why values?

Values are Foundational

- **Establishing shared values is the first step** to unify our community and build a culture that fosters trust, supports ethical decision-making and provides a strong foundation to live up to our highest ideals.
- **Shared values will communicate our core beliefs as a university community** and prioritize the principles of care, support, education and prevention across our institution.



Phases

PHASE 1: Assess, Gather Evidence, Analyze: (May 2021 - October 2021)

- Plan and assess per objectives of working group charge
- Identify various existing interpretations of university-wide values
- Gather and analyze data about the gap between U-M's current and desired culture

PHASE 2: Share What We Learned: (October 2021 – March 2022)

- Meet with leadership groups to share what we've learned and gather input:
 - EOs, SACUA, APG, All Chairs, Mich Med leadership groups, DEI leads, Voices of the Staff, etc.
- Seek feedback from the community through town halls, focus groups and interviews
- Continue to analyze data
- Website launch

Phases 3 - 5

- **Phase 3: Prepare for Implementation (March 2022 – May 2022)**
 - Propose recommendations, socialize and adopt unifying shared values
- **Phase 4: Announce and Implement our Shared Core Values (May 2022 – May 2023)**
 - Evaluation to start January 2023
- **Phase 5: Evaluate and Sustain (January 2023– May 2023)**



Questions and Feedback

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- What advice do you have for engaging faculty in this work so that they feel represented in the final product?
- What challenges might we face in communicating a set of unifying university values for the first time?