



# Walking the Talk: Toward a Values- Aligned Academy

APPENDIX E: Big Ten Academic Alliance Values

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## APPENDIX E: Big Ten Academic Alliance Values

As part of our research, we examined vision and mission statements, strategic plans, and other materials produced by the BTAA universities that state the values each of them hold. Each document was tagged with corresponding values and then analyzed, with more weight given to the frequency of the term as it appeared across the corpus. Find the full list of 108 values in [our interactive visualization](#).

### Top 20 BTAA Values

Value	Illinois	Indiana	Iowa	Maryland	Michigan	Michigan State	Minnesota	Nebraska	Northwestern	Ohio State	Penn State	Purdue	Rutgers	Wisconsin	References	Schools
Diversity	X	X	X	X	X	X	X	X	X	X	X	X	X	X	91	14
Societal Impact	X	X	X	X	X	X	X	X		X	X	X	X	X	90	13
Engagement	X	X	X	X	X	X	X	X	X	X			X	X	73	12
Excellence	X	X	X	X	X	X	X	X	X	X	X		X	X	62	13
Innovation	X	X	X	X	X	X		X	X	X	X	X	X		59	12
Community	X	X	X	X	X	X	X	X	X	X	X	X	X		57	13
Leadership	X	X	X	X	X	X	X	X	X	X	X	X	X	X	50	13
Partnership	X	X	X	X		X	X	X	X	X	X		X		45	11
Collaboration	X	X	X	X	X	X		X	X	X	X		X		44	11
Advancing Knowledge	X	X	X	X	X	X	X	X		X	X		X	X	41	12
Inclusivity	X		X	X	X	X		X	X	X	X	X	X		37	11
Respect	X	X	X	X		X	X	X	X	X	X	X	X	X	37	13
Service	X	X	X	X	X	X	X	X		X	X		X	X	36	12
Continuous Learning	X	X	X	X			X	X	X	X		X	X	X	34	10
Interconnectedness	X		X	X		X		X		X	X		X	X	30	9
Public Good	X	X	X	X	X	X	X	X		X	X		X	X	30	12
Unity of Purpose	X		X	X	X		X	X		X	X	X	X		30	10
Exploration / Discovery	X	X	X	X	X	X		X		X	X	X	X	X	29	12
Commitment	X	X	X	X	X	X	X	X	X	X		X	X	X	28	13
Aspiration	X	X	X	X	X		X	X		X		X		X	26	10

**Figure 7:** Top 20 BTAA Values

The top 20 BTAA values are listed in weighted order by the number of references to the value in university materials

## Full List of Values in Weighted Order

1. Diversity
2. Societal Impact
3. Engagement
4. Excellence
5. Innovation
6. Community
7. Leadership
8. Partnership
9. Collaboration
10. Advancing Knowledge
11. Respect
12. Inclusivity
13. Service
14. Continuous Learning
15. Public Good
16. Unity of Purpose
17. Interconnectedness
18. Exploration / Discovery
19. Commitment
20. Aspiration
21. Growth / Improvement
22. Integrity
23. Equitable Access
24. Responsibility
25. Openness
26. Accountability
27. Creativity
28. Communication
29. Intellectual Freedom
30. Honesty
31. Recognition
32. Equity
33. Public-Spirited Citizenship
34. Personal Fulfillment
35. Adaptability
36. Sustainability
37. Social Justice
38. Tradition / Legacy
55. Risk-Taking
56. Appreciation
57. Empathy
58. Intellectual Confidence
59. Boldness
60. Curiosity
61. Activism
62. Safeness
63. Productivity
64. Transparency
65. Uniqueness / Distinctiveness
66. Positivity
67. Pride
68. Trust
69. Trustworthiness
70. Civility
71. Commitment to Truth
72. Thoughtfulness
73. Vitality
74. Flexibility
75. Caring
76. Equality
77. Accessibility
78. Candor
79. Competitiveness
80. Practicality
81. Cooperation
82. Reliability
83. Authenticity
84. Consistency
85. Acumen
86. Compassion
87. Constancy
88. Fairness
89. Humaneness
90. Humility
91. Open Process
92. Reciprocity

- |                          |                                      |
|--------------------------|--------------------------------------|
| 39. Collegiality         | 93. Reflection                       |
| 40. Pushing Boundaries   | 94. Relevancy                        |
| 41. Shared Participation | 95. Self-Care                        |
| 42. Responsiveness       | 96. Control of Own Destiny           |
| 43. Supportiveness       | 97. Friendliness                     |
| 44. Quality              | 98. Gratitude                        |
| 45. Acceptance           | 99. Honor                            |
| 46. Empowering Others    | 100. Loyalty                         |
| 47. Stewardship          | 101. Open Source                     |
| 48. Attunement           | 102. Originality                     |
| 49. Ethical Imagination  | 103. Resilience                      |
| 50. Holism               | 104. Simplicity                      |
| 51. Intentionality       | 105. Sincerity                       |
| 52. Preservation         | 106. Soundness                       |
| 53. Rigor                | 107. Teamwork                        |
| 54. Efficiency           | 108. Willingness to Address Conflict |

## Documents Used in This Study

### **Illinois:**

[About the University of Illinois](#)  
[Guiding Values of the University of Illinois System](#)  
[Strategic Plan 2018-2023](#)

### **Indiana:**

[About Indiana University](#)  
[Mission and Strategic Planning](#)

### **Iowa:**

[Operations Manual](#)  
[Strategic Plan 2016-2021](#)  
[UI Academic Mission](#)

### **Maryland:**

[Mission and Vision](#) (summary)  
[Mission and Vision](#) (full version)  
[Statement on University Values](#)

**Michigan:**

[College of Literature, Science, and the Arts: Mission, Vision, Values Mission](#)

**Michigan State:**

[College of Arts and Letters: College Values and Priorities](#)  
[MSU Mission Statement](#)  
[Undergraduate Education: Values](#)

**Minnesota:**

[Board of Regents Policy: Mission](#)  
[College of Liberal Arts: Our Mission and Values](#)

**Nebraska:**

[Role, Mission, and Values](#)

**Northwestern:**

[Our Mission](#)  
[Student Affairs: Value Statements](#)  
[Student Affairs: Guiding Principles](#)

**Ohio State:**

[Office of Academic Affairs: Mission, Vision, Values and Goals](#)  
[Our Values](#)

**Penn State:**

[Mission and Values](#)  
[Penn State Values](#)

**Purdue:**

[Mission and Vision](#)  
[Purdue Moves](#)  
[We Are Purdue: Statement of Values](#)

**Rutgers:**

[About Rutgers](#)  
[Division of Student Affairs: About Us](#)  
[University Human Resources: Mission and Vision](#)



**Wisconsin:**

[Mission](#)

[Wisconsin Experience: About](#)