Walking the Talk: Toward a Values-Aligned Academy

APPENDIX E: Big Ten Academic Alliance Values

The HuMetricsHSS Team | Twitter: humetricshss | humetricshss@gmail.com
2/17/22
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

<table>
<thead>
<tr>
<th>Value</th>
<th>Illinois</th>
<th>Indiana</th>
<th>Iowa</th>
<th>Maryland</th>
<th>Michigan</th>
<th>Michigan State</th>
<th>Minnesota</th>
<th>Nebraska</th>
<th>Northwestern</th>
<th>Ohio State</th>
<th>Penn State</th>
<th>Purdue</th>
<th>Rutgers</th>
<th>Wisconsin</th>
<th>References</th>
<th>Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>91</td>
<td>14</td>
</tr>
<tr>
<td>Societal Impact</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>90</td>
<td>13</td>
</tr>
<tr>
<td>Engagement</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>73</td>
<td>12</td>
</tr>
<tr>
<td>Excellence</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>62</td>
<td>15</td>
</tr>
<tr>
<td>Innovation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>59</td>
<td>12</td>
</tr>
<tr>
<td>Community</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>57</td>
<td>13</td>
</tr>
<tr>
<td>Leadership</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>50</td>
<td>13</td>
</tr>
<tr>
<td>Partnership</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>45</td>
<td>11</td>
</tr>
<tr>
<td>Collaboration</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>44</td>
<td>11</td>
</tr>
<tr>
<td>Advancing Knowledge</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>41</td>
<td>12</td>
</tr>
<tr>
<td>Inclusivity</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>Respect</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>37</td>
<td>13</td>
</tr>
<tr>
<td>Service</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>Continuous Learning</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>34</td>
<td>10</td>
</tr>
<tr>
<td>Interconnectedness</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>33</td>
<td>9</td>
</tr>
<tr>
<td>Public Good</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>83</td>
<td>17</td>
</tr>
<tr>
<td>Unity of Purpose</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>80</td>
<td>19</td>
</tr>
<tr>
<td>Exploration / Discovery</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>28</td>
<td>12</td>
</tr>
<tr>
<td>Commitment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>28</td>
<td>13</td>
</tr>
<tr>
<td>Application</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>26</td>
<td>10</td>
</tr>
</tbody>
</table>

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