



# BRAVEBOOK

*Our playbook for success.*

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## Why do we exist?

*We change lives through education for our students, faculty and staff, and the communities we serve.*

## How do we behave?

*We value service to others ahead of ourselves, integrity and accountability in our actions, proactive communication and collaboration, and innovation in what we do.*

## What do we do?

*We provide a quality, student-centered and affordable higher education as well as empower and positively impact the world we serve.*

## How will we succeed?

*We will succeed by providing personalized education and support to our students, using information to make effective and efficient decisions, leveraging our unique culture and partnerships, and being committed to the development and engagement of our faculty and staff.*

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What is most important right now?

2016-17  
Thematic  
Goal

**MAXIMIZE  
STUDENT  
SUCCESS**