



# Organizational Core Values: The Foundation of Strategic Planning and Quality Improvement

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## Introduction & Overview

### CORE VALUES PROGRAM VISION STATEMENT

To continually improve and grow as a college community through a commitment to our core values.

### WHAT IS A "CORE VALUE"?

There are many different definitions of a core value. We define a core value as a strongly-held implicit or explicit belief that many people share that helps to define the culture of the organization and that drives both the day-to-day activities and the long-term direction of the organization.

### WHAT IS THE PURPOSE OF THE HCOP CORE VALUES PROGRAM?

The Core Values Program is designed to help our college more effectively achieve its mission by becoming a "values-based organization". We define a values-based organization as one that understands the values that are most important to the people in the organization and uses those values to guide both day-to-day decision-making and long-term planning.

### MAJOR OBJECTIVES

- Identify and define the core values of the college.
- Communicate those values to all stakeholders.
- Develop plans to ensure the values are meaningfully integrated into the college's activities and culture.
- Create a "values-based strategic plan" to guide long-term growth.
- Assess, monitor, evaluate values and revise and update them when needed.

## Organizational Core Values

**SERVE HUMANITY**  
*WE ARE DEVOTED TO CREATING A WORLD THAT IS HEALTHIER AND MORE EQUITABLE, INCLUSIVE, AND COMPASSIONATE.*

**SUPPORT DIVERSE COMMUNITIES**  
*WE ARE AN ACTIVE, DIVERSE COMMUNITY DEDICATED TO SUPPORTING EACH OTHER AND EMPOWERING ALL MEMBERS OF THE AUBURN FAMILY.*

**CHAMPION STUDENT SUCCESS**  
*WE ARE UNWAVERING IN OUR COMMITMENT TO STUDENT SUCCESS.*

**WIN AS A TEAM**  
*WE WORK TOGETHER AND PUT THE SUCCESS OF THE TEAM BEFORE OUR OWN.*

**STRIVE FOR EXCELLENCE**  
*WE SET HIGH STANDARDS!*

**BELIEVE IN HARD WORK**  
*WE BELIEVE IN WORK, HARD WORK.*

**EMBODY PROFESSIONALISM**  
*WE BELIEVE PROFESSIONALISM IS THE ESSENTIAL FOUNDATION OF OUR COLLEGE'S SUCCESS.*

## Core Values Process



## Mapping Core Values to the University

HCOP Core Values	Student Centered Experiences	Impactful Research & Outreach	Culture of Excellence
Serve Humanity		Primary	Secondary
Support Diverse Communities	Secondary		Primary
Champion Student Success	Primary		Secondary
Win as a Team		Secondary	Primary
Strive for Excellence		Secondary	Primary
Believe in Hard Work	Secondary		Primary
Embody Professionalism	Primary		Secondary

## Data & Analysis

Rotated Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
Family	.812	.229			-.147		-.133
Kindness	.736	.106	.304	.270	.169		.300
Honesty	.735		.317		.325	.197	.176
Commitment	.734	.188	.192	.258	.104	.283	
Caring	.691	.174			-.163	.454	
Fairness	.645	.248	.390	.274	.170		
Respect	.640		.278		.433		.316
Community	.555	.335	.245	.243	.276	-.224	
Collaboration	.477	.415		-.321			-.117
School_Pride_Spirit		.771	-.130			.107	.121
Creativity		.767	.139		.185		-.197
Passion	.169	.740	.188		.130	.343	.197
Student_Focus	.237	.728	.166	-.205		-.203	.158
Growth		.102	.863	.161	.144		.234
Transparency	.299	-.147	.683		.259		.301
Flexibility	.287	.319	.611	-.157		.352	-.140
Diversity	.525		.586	.213	.220		
Efficiency	.301	.339	.580	.254	-.138	.173	-.103
Resilience	.345	.410	.457		.137	.376	-.116
Excellence	.115			.867	.155		-.180
Quality	.212	-.149		.684		.306	.388
Integrity	.440	-.261	.255	.614	.142	.220	.117
Service		.188	.188	.345	.723	.150	.249
Professionalism	.190	.213			.675	.140	-.279
Hard_Work	.132	.100	.132	.132	.250	.845	
Leadership	.185	.411	.340				.689

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>  
a. Rotation converged in 14 iterations.

## Marketing & Implementation



ALL TIME  
March 2023 to Present

TOTAL NUMBER OF VERNs REPORTED:	86
PEOPLE RECEIVING VERNs:	68
VERNS BY CORE VALUE	
SERVE HUMANITY	12
SUPPORT DIVERSE COMMUNITIES	11
CHAMPION STUDENT SUCCESS	21
WIN AS A TEAM	49
STRIVE FOR EXCELLENCE	27
BELIEVE IN HARD WORK	32
EMBODY PROFESSIONALISM	23
TOTAL	176