

This is focus group table

Concept	Mission Statement Text	Percent responses- examples*
Student centered personal approach	Creates a student-centered environment	(4%)”student centered” “small classes” “create an atmosphere for learning that encourages close interaction between faculty and student”
Educate diverse population	Accessible to individuals of diverse ages, cultures, and socioeconomic backgrounds; Educates diverse populations	(10%)”educate students from all backgrounds and nationalities” “ethnically diverse. Giving equal opportunities to all despite race or color”
Theory and Practice	Develops educational programs that join theory and practice	(7%)”provide a real world practical education”; “providing real-world educational experience for working adults”
International perspective	Promotes international perspectives in the curriculum and among students and faculty	(14%)”international education” “to provide and international education/experience to students” “Global higher ed— internationalization”
Contribute to community	Fosters in its students...a commitment to contribute actively to their communities and the world; Strengthens the communities it serves	(3%)”to prepare students to be moral, intellectual, and successful citizens” “concern for improving society as a whole”
Lifelong learning	Fosters in its students a lifelong desire to learn	(5%)”lifelong learning for university students everywhere”; “intill a desire for lifelong learning”
Encourage scholarship	Encourages creativity, scholarship, and individual enterprise in its students and faculty	(2%)”to make sure students achieve their best academic ability” “to provide a dynamic learning environment”

Total 45%

* There were 121 questionnaires completed with a maximum of three items per respondent. But, nineteen did not complete an item, thus the base number for the calculation of percent was 344.