



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 10.04, Publication of Institutional Mission and Vision Statements

PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to ensure that the current institutional mission and vision statements are accurately cited in institutional publications and on institutional websites.

REVIEW: This HSC OP will be reviewed on January 1 of each year (EY) by the Vice President and Chief Experience Officer, with recommendations for revision forwarded to the President by February 1.

POLICY/PROCEDURE:

- 1. Policy.
 - a. The institutional mission and vision statements for the Texas Tech University Health Sciences Center (TTUHSC) are outlined in Attachment A.
 - b. The TTUHSC institutional mission and vision statements shall appear in key publications of the institution, its schools, clinical facilities, and degree programs.
 - c. The TTUHSC institutional mission and vision statements shall be displayed prominently on, or be readily accessible from, the home page of the institutional website.
- 2. Procedures.
 - a. The TTUHSC unit that releases a publication which contains the institutional mission and vision statements will inform Communications and Marketing of the publication's title or before the date of its release.
 - b. Communications and Marketing will maintain a record of publications identified under 1(a) above.
 - c. The Information Technology Division is to implement 1(c) above.