

Institutional Mission

South University is a private academic institution dedicated to providing educational opportunities for the intellectual, social, and professional development of a diverse student population.

To achieve this purpose, the institution offers focused and balanced curricula at the associate's, baccalaureate, master's and doctoral levels. A broad-based core curriculum is offered promoting critical thinking, effective verbal and written communication, and skills for life-long learning. Additionally, the University focuses on developing the requisites to pursue and appreciate knowledge. South University's approach to higher education and the resulting varied academic experiences provides students with the intellectual acumen and pragmatic approach necessary to create the foundation for personal and professional fulfillment. South University attempts to provide a comprehensive education that instills within its students a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of community.

Believing that qualified individuals should have the privilege of formal academic training, South University welcomes those who seek educational challenges. To this end, the University provides a learning environment, both on-campus and online, that helps students identify goals and the means to achieve them. With this philosophy in mind, students learn by interacting with a community of faculty, staff and administration dedicated to South University's academic purpose.

The Mission of South University is operationalized through a set of Foundational Directives that reflect the University's strategic direction:

- Exceptional educational and administrative services for all learners.
- Quality educational programs.
- Successful graduates and engaged alumni.
- University reputation for Quality.
- Strategic alignment and growth.

The Mission of South University leads with the statement, “dedicated to providing educational opportunities for the intellectual, social and professional development of a diverse student population.”

Exceptional educational and administrative services for all learners is important to meet this component of the Mission. The Mission goes further to “welcome those who seek educational challenges providing a learning environment, both on-campus and online, that helps students identify goals and the means to achieve them.” This statement further frames the first foundational directive that provides direction for all educational and administrative support services from admissions to career services and everything in between to facilitate student success through high-quality exceptional services.

Quality educational programs operationalizes Mission components that focus on the needs of the diverse student population, “the institution offers focused and balanced curricula at the associate’s, baccalaureate, master’s and doctorate levels”, “broad-based core curriculum is offered promoting critical thinking, effective verbal and written communication, and skills for life-long learning,” and “provide students with the intellectual acumen and pragmatic approach necessary to create the foundation for personal and professional fulfillment.” These statements combine to underscore the importance of high-quality educational programs that are valued by their graduates.

Successful graduates and engaged alumni can be assured not only of a “focused and balanced curricula” but also that as students they will experience a “comprehensive education that instills within a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of

[professional] community.” These statements combine to provide the framework for quality, professionally oriented educational programs that prepare students well for successful careers in high-demand professional specializations and support continued engagement of alumni with South University.

University reputation for quality begins with instilling “within its students a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of community.” Reputation for quality emanates from a student’s ability to “identify goals and the means to achieve them” as well as from the student’s ability to become a successful graduate. By extension, successful graduates and engaged alumni will lead to the University’s reputation for quality among its employers of graduates and a reputation for quality within the professional communities where South University graduates work.

Strategic alignment and growth enable the University to continue to meet the Mission. South University will need to expand its reach into more communities and areas beyond the current geographic and online delivery reach to meet the needs of a growing and “diverse student population.” This growth and expansion will also respond to market demands by creating new and high-demand programs that address new professional pursuits and opportunities for South University students.

Vision

South University will aspire to be a great university by preserving its Core Values while adapting its strategies, initiatives and execution to a changing world.

Core Values

Integrity
Excellence
Service
Innovation
Accountability