

Vision			
UFV is a house of transformation where learners, leaders, and seekers discover and share their gifts, pursue meaningful pathways of learning and scholarship, and contribute to connected and sustainable communities in the Fraser Valley and around the world.			
Values			
<i>Integrity</i> <i>letse o sqwelewel</i> We act honestly and ethically, upholding these values and ensuring our mission is delivered consistently.	<i>Inclusivity</i> <i>lexwsq’eq’ostexw</i> We create conditions in which people can participate fully and be treated with dignity, showing consideration and respect for all experiences and ideas.	<i>Community</i> <i>st’elt’elawtexw</i> We cultivate strong relationships, acting as a hub where all kinds of communities — educational, scholarly, local, global, and cultural — connect and grow.	<i>Excellence</i> <i>ey shxweli</i> We pursue our highest standard in everything we do, with determination and heart.
Mission			
UFV engages learners, transforms lives, and builds community.			
Goals			
<i>Engage Learners</i> <i>yoystexw ye totilthet</i> Provide Inclusive learning environments for everyone	<i>Transform Lives</i> <i>ayeqet kw’e shxwaylexws</i> Provide opportunities for people to discover, develop, and share their gifts while also recognizing and celebrating the gifts of others	<i>Build Communities</i> <i>thayt kw’e st’elt’elawtexw</i> Collaborate and partner in pursuits that enrich the lives of all people on our campuses, in our local communities, and beyond	
Foundational Commitments			
These commitments guide every strategic priority, major decision, resource allocation, implementation plan, and measure of progress. UFV will demonstrate them through what we teach, how we work, how we build relationships, and how we account for results.			
<i>Indigenization and Reconciliation</i>	<i>Sustainability and Well-Being</i>	<i>Equity, Diversity, and Inclusion</i>	<i>Accountability and Evidence</i>
UFV will advance Indigenization and Reconciliation through respectful relationships, Indigenous ways of knowing, language and cultural learning, land-based and place-based education, Indigenous student success, and sustained partnerships with Stó:lō, Métis, and other Indigenous communities. This work will be informed by the Truth and Reconciliation Commission’s Calls to Action and the United Nations Declaration on the Rights of Indigenous Peoples.	UFV will care for people, place, and the future through environmental responsibility, social responsibility, personal and collective well-being, and careful stewardship of resources.	UFV will strengthen equity, diversity, inclusion, intercultural understanding, accessibility, and belonging across learning environments, student supports, employment practices, community partnerships, and institutional systems.	UFV will assign responsibility, align resources with priorities, assess results, report progress regularly, and be transparent about achievements, challenges, and necessary changes.

Strategic Imperatives				
Create an outstanding educational experience through applied, experiential, and connected learning	Ensure clear and flexible pathways that support student access, progression, success, and completion	Foster lasting partnerships that strengthen economic, social, cultural, and environmental vitality of communities	Build the capability of students and employees to use artificial intelligence and emerging technologies critically, ethically, inclusively, responsibly, and effectively	Strengthen institutional resilience by investing in people, securing financial sustainability, and pursuing strategic opportunities
UFV will bring excellent teaching, scholarship, research, and practical experience together so that learners can connect ideas with action. Through faculty leadership, learners will have meaningful opportunities, appropriate to their disciplines and educational goals, to develop disciplinary knowledge, intercultural understanding, critical thinking, communication, creativity, professional capabilities, and experience relevant to life, further study, careers, complex challenges, and community contribution.	UFV will strengthen student readiness, belonging, well-being, flexibility, retention, and completion through accessible, affordable, stackable and lifelong educational pathways, coordinated student supports, and clear routes to employment, further study, and continued learning.	UFV will deepen its role as the Fraser Valley's community-engaged university by building reciprocal, trust-based partnerships that bring together diverse disciplines, Indigenous and community knowledge, global perspectives, and applied research that leads to creative, entrepreneurial, and evidence-informed solutions.	UFV will equip students and employees to use artificial intelligence and emerging technologies with skill, creativity, critical judgement, and care to strengthen learning, scholarship, research, and institutional effectiveness. We will promote informed, transparent, inclusive, and accountable practices that uphold academic integrity, protect privacy, recognize bias, strengthen human decision-making, and guide when AI should—and should not—be used.	UFV will strengthen institutional resilience by securing financial sustainability through responsible fiscal stewardship, revenue diversification, and long-term planning. We will invest in faculty and staff, academic quality, student success, alumni relationships, infrastructure, and technology, while pursuing strategic opportunities that build institutional capacity, support adaptation, and advance UFV's mission.