

***On Being “Happy” But Not Gullible:
Impact of University Identity on
Students, Staff, and Faculty***

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“Thanks...”

- **Fr. Edward Udovic**
[Sr VP, DePaul University Mission & Values]
- **Georgianna Torres Reyes**
[Asst VPs, University Mission & Values]
- **Tom Drexler & Fr. Kevin Collins**
- **Jessica Velcoff, Rob Gutierrez, Peter Drake**
[DePaul Community Psychology graduate students]
- **Dr. Shaun Cowman, Dr. Judah Viola, Mike Balco, Mary Belour, Laura Brandt, Maya Bristow, Mandy Campbell, Jaclyn Cameron, Jocelyn Droege, Tom Gors, Pat Janulis, Monica Kapoor, Megan Mader, Lauren Milner, Nabeel Noors, Eric Porter, Jack Temperato**
[recent DePaul graduates & current students]

Princeton Review

2003 & 1999 ~~~ "Best Colleges" ranks

DePaul University, Chicago, IL, students
“happiest” in the United States in a nationwide
survey of 106,000 students at 351 colleges
and universities.

DePaul ranked in the top 12 in this category in
four of the past 10 years.

*What contributes to a positive attitude toward
one's school? Does the mission tell us?*

Mission Statements...

- publicly proclaim for critical assessment the institution's objectives, expectations, and values;
- defines purpose, distinctiveness, and future for the institution;
- drives operations by providing guidelines for day-to-day decision making;
- helps members connect and identify with the organization

(Emery, 1998; Gardiner, 1988; Holland, 1999; Wright, 2002).

'Higher Education' Mission Statements...

- **focus energies** on educational goals + needs of the outside world
- **integrate objectives** held by diverse stakeholders (e.g., administrators, alumni, faculty, and staff) to enable everyone to work towards common goals
- provide **an overarching vision** toward which each member may strive

**(Berg, Csikszentmihalyi, & Nakamura, 2003;
Ferrari & Cowman, 2004)**

Missions are conveyed through administrative operations, academic programs and policies, and student services.

(Ehrlich, 2000; Rowley, Lujan, & Dolence, 1997)

“It is not enough to do good, we must do it well” ~ **St. Vincent dePaul**

***DePaul University
Chicago IL***

8 colleges 23,000 students
+ 800 full-time faculty

9th largest private;
largest US Catholic University

Measuring Mission @ DePaul University **“urban, Catholic, and Vincentian”**

URBAN delivering quality education to locations in and around the metropolitan area of Chicago, IL.

CATHOLIC directing services to the poor and economically disenfranchised through such programs as actively engaging students, faculty and staff in volunteer and community service directed at impoverished communities.

VINCENTIANISM (referring to our namesake) respecting human dignity, diversity, and individual “personalism”

(Murphy, 1991; Sullivan, 1997)

Measuring Mission @ DePaul University

We created a reliable & valid measure:

DePaul Mission and Values [DMV] Inventory;
2000 - present

The **DePaul Mission & Values (DMV) Inventory**

...a 39 item instrument to evaluate perceptions of two separate but related components to H.E. Institutional Mission:

- ***institution's identity ~***
16 items 7-pt scales (1 = *strongly disagree*; 7 = *strongly agree*)
= *reflects the mission statement*
- ***mission-driven activities & programs ~***
23 items 4-pt scale (1 = *not at all important*; 4 = *very important*)
= *reflects the identity through activities*

Institutional Identity Factors 'Innovative & Inclusive' : *The University....*

- Manifests personalism
- Takes risks
- Expresses its Vincentian identity
- Expresses values in education/operations through service, respect, personalism for all
- Expresses urban identity
- Faith heritage remains relevant
- Atmosphere of mutual respect
- Pragmatic education related to life reality

Institutional Identity Factors

'Catholic Pluralism' : The University....

- Expresses its Catholic identity
- Curricula expresses Catholic identity
- All faiths freely expressed to worship
- Uni. Ministry offers religious pluralistic identity
- M & V Office offers religious pluralistic identity
- Services/programs demonstrate connectedness to community

Mission-Driven Activities Factors: *'Urban/Global Engagement' Programs*

- International students present
- Faculty/Staff volunteer service
- Study Abroad programs
- Service Learning programs
- Diversity initiatives available
- Community Service opportunities
- Community partnerships
- International campus sites established

Mission-Driven Activities Factors: *“University-Specific” Programs*

- ‘Annual Vincentian Lectures’
- ‘Cath. Intellectual Traditions’ Lectures
- ‘Vincentian Heritage’ France trips
- Mission/heritage publications
- In services
- Emergency finance assistance
- New Staff mission-orientation
- University Ombudsperson

Mission-Driven Activities Factors: *“Faith-Formation” Programs*

- Religious education/spiritual programs
- Interfaith worship opportunities
- Catholic sacramental opportunities
- Catholic worship services
- Community-based service programs
- Worship opportunities for non-Catholics

At DePaul –

- **STAFF** = 539, meetings + on-line
- **FACULTY** = 305, on-line
- **SR. LEADERS/ADMIN.** = 35, on-line
- **STUDENTS** = 2002, on-line [Fall/Winter 2005]
1700, on-line [Fall/Winter 2007]
- **STUDENT LEADERS** = 85, meetings
- **BOARD of TRUSTEES** = 13, paper
- **VINCENTIAN MISSION FELLOWS** = 9 students, paper

Our Team's Current Projects:

**Enhancing Positive Student Spirituality:
*Cultivating Spiritual Development by
Examining Students of Mature Faith***

Patrick Janulis

[MS students]

Our Team's Current Projects:

**Engaged Student, Happy Student?:
*Examining Attitudes with Regard to
Academic Goal Attainment***

John R. Temperato

[MS student]

Our Team's Current Projects:

Spirituality – A Tie that Binds?

The Positive Relationship between Students' Spirituality and School Community Connectedness

Jocelyn R. Droege

[MS student]

Our Team's Current Projects:

Say What?

Gender Differences in Social Desirability Related to Learning to Live in Civic Engagement

Megan Mader

[undergraduate]

Our Team's Current Projects:

Happy Students:

*Embracing the Institutional Mission
During a Time of Identity
Development*

Lauren A. Milner

[MS student]

Our Team's Current Projects

Building Strengths, Building Community: The Importance of School Sense of Community

Robert E. Gutierrez

[Ph.D. student]

Some Future Directions ~~

Other Stakeholders – *Parents?? Alumni??*

Application of DMV to OTHER SCHOOLS??

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**THANK YOU
FOR YOUR TIME**

&

INTEREST