Preamble

As the stewards of UND’s institutional voice and identity and builders of the University’s reputation and image, we take pride in being strategists, planners, storytellers, communicators of market-focused information, educators and creators of meaningful experiences. We fulfill our mission and vision through our diverse expertise and by being creative, skilled, experienced, hospitable, service-oriented, team-driven, broadly networked, and committed to collaboration.

Mission

The mission of University & Public Affairs is to generate understanding of and support for the University of North Dakota. To accomplish our mission, we develop and cultivate positive relationships and communicate, educate and engage key audiences.

Vision

Our vision is to be known as essential advisors and trusted partners in producing strategic, high quality, effective, and timely mission-driven communications, educational opportunities, and events for the University of North Dakota.