Living our Purpose and Values ? Through the CatCard

To::
University of Arizona Community
Names and titles:

Mark Barton, Director, CatCard Services

Date::
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Integrity, compassion, exploration, adaptation, inclusion and determination. The CatCard now incorporates the six core values of the university, describing who we are as Arizona Wildcats.

As part of the University of Arizona Strategic Plan that launched in Nov. 2018, one goal is to develop a unified and consistent brand purpose coupled with core values to guide the future of the university. A community-wide effort, led by Senior Vice President and Chief Marketing and Communications Officer Steve Moore, explored what it means to be a Wildcat. President Robbins announced the launch of the resulting core purpose and values, mission and vision, in July 2019.

The CatCard Office now offers an updated CatCard for students, faculty and staff that incorporates the core purpose and values into our daily lives. The CatCard is the official University of Arizona identification card and is one of the first experiences you have in your journey at Arizona. It’s also one of the most frequent touchpoints. So, not only are our values embedded in the card layout, but the values also will make a long-term impression because they will be visible every time the CatCard is used.

The new card is available today. If you already have a CatCard, there is no need to purchase the new one unless you would like to. Visit catcard.arizona.edu [1] for details.

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Links