



## Mission, Vision, Core Values, and Learning Outcomes

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### **WCMS Vision**

The first choice of credit unions in the western states for developing their future leaders

### **WCMS Mission**

Transforming students into passionate strategic leaders through rigorous collegiate level *head and heart* education

### **WCMS Core Values**

- 1) Powered by collegiate rigor
- 2) Integrating Head and Heart
- 3) Delivering future-focused learning
- 4) Igniting passion and unleashing potential
- 5) Rooted in the credit union movement

### **WCMS Learning Outcomes**

Upon completion of Western CUNA Management School, students will be able to:

- 1) Apply strategic management principles to the administration of financial institutions
- 2) Understand and respond appropriately and strategically to the economic environment
- 3) Utilize principles and techniques of financial management to assess the current and projected future condition of credit unions
- 4) Articulate the value of credit unions to members, and explain the historic, ethical and legal foundation of credit union differentiation in the financial services industry
- 5) Comprehend and comply with current legal thinking in business and employment law
- 6) Identify appropriate and effective political advocacy avenues to support credit union members
- 7) Demonstrate leadership skills and knowledge in the management of human resources
- 8) Implement modern project management and change management techniques to oversee a business endeavor
- 9) Display critical thinking skills to solve problems and develop strategic business solutions through the integrated use of qualitative and quantitative tools from across multiple disciplines
- 10) Create and evaluate a multi-year strategic plan for a financial institution
- 11) Effectively present and communicate both orally and in writing
- 12) Access a network of peer and senior credit union professionals able and willing assist in their professional development