Core Values
of our CTAHR administration, faculty, staff, and students

Laulima: Inclusive and collaborative in service and society.

- We foster active listening.
- We provide opportunities for team-building.
- We build multidisciplinary teams to tackle pressing issues in our community and society.
- We strive to be a CTAHR ‘ohana and strengthen the greater community.
- We deter silo mentality in thinking and behaviors.
- We discourage divisive, hostile behaviors such as “us vs them” mentality.

Loea: Resourcefulness, resilience, and innovation.

- We think outside of the box to address societal issues toward people, places, and environments.
- We encourage open-mindedness to listen to all ideas.
- We strive to build continual curiosity in everyone to promote life-long learners.
- We generate opportunities that challenge ineffective ways of thinking.
- We discourage rigid attitudes and resistance to change.
- We dissuade all selfish behaviors.

For more information on our Strategic Positioning and Visioning:
https://strategicvision.ctahr.hawaii.edu/

The University of Hawai‘i is an Equal Opportunity / Affirmative Action Institution

Photo courtesy of Sothy Eng

Photo courtesy of Raedelle Van Fossen

Photo courtesy of Ohe Lehua
Malama: Care for others and the environment.

- We treat everyone equally and ensure their safety and protection.
- We embrace everyone's individuality.
- We nurture those in our learning community to promote growth, education, and academic success.
- We protect and preserve the natural resources and ecosystems of our islands to maintain sustainable communities and resilient agriculture.
- We reject exploitive, discriminatory, or bullying behaviors.
- We curtail self-serving, rude, contemptuous attitudes and behaviors toward others.

Pono: To be righteous in thoughts, speech, and actions that reflect integrity and reciprocity.

- We build relationships that are honest, open, and transparent.
- We treat others with respect.
- We honor and protect the ‘āina and the people of Hawai‘i.
- We consider intimidating, aggressive, and undermining behaviors intolerable.
- We discourage manipulative and egocentric behaviors and actions.
- We take immediate remedial action to address dishonest behaviors.

Kuleana: Take responsibility and accountability.

- We are responsive and accountable to the needs of the environment and its people.
- We strive to be more efficient and properly utilize human, natural, and financial resources.
- We encourage self-awareness of one’s own individual contribution and fulfillment of CTAHR's mission toward teaching, research, and extension.
- We discourage lack of follow through, underperforming behaviors, and bad attitudes toward others.
- We do not accept avoidance of responsibilities and passing tasks onto others.