2022-2027 Strategic Positioning and Visioning

CORE VALUES

Mālama: 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.

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 ʻāina and the people of Hawai‘i.

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.

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.

Laulima: Inclusive and collaborative in service and society.
- We will foster active listening.
- We provide opportunities for team building.
- We build multi-disciplinary teams to tackle pressing issues in our community and society.
- We strive to be a CTAHR ‘ohana and strengthen the greater community.