

A large, dark bronze statue of a Trojan warrior wearing a helmet with a prominent crest, looking upwards and to the right. The statue is the central focus on the left side of the slide.

OUR UNIFYING VALUES

The purpose of this resource is to provide the USC Trojan family with clear language and refreshed digital assets regarding USC's Culture Journey. The contents of this deck will help you **effectively communicate new updates to our articulation of USC's unifying values**, including words we use to define those values and associated behaviors. Our consistency in embracing and communicating these updates and the principles behind them will contribute to USC's vibrant, ethical, innovative and inclusive culture going forward.
Thank you for your partnership!

Our
**Culture
Journey**
 **USC**

March 2025 Update

EXECUTIVE SUMMARY

- The **Culture Journey** at USC is our **ongoing initiative** to support all Trojans in embracing our values, aligning behaviors to bring those values to life, and improving our systems and processes to support an inclusive, positive culture for all Trojans as we collaborate to achieve our mission.
- USC's culture is **guided by six Unifying Values**, which emerged in collaboration with students, faculty and staff through an institution-wide poll in 2019; and were evaluated through a university-wide survey in 2024. Now, in 2025, we are making adjustments to some of the values language.

WHAT's changing	WHY it's changing
The value of <i>Diversity, Equity, and Inclusion</i> is being updated to <i>Community</i> .	The revised wording aims to respond to evolving federal legal guidance, to establish a clearer tie between these values and USC's academic, research and healthcare mission, and to implement feedback received from the USC community through the 2024 Culture Survey and Discussion Sessions. The value we place on <i>Community</i> underscores precisely and unambiguously our commitment to maintaining a campus culture in which every Trojan is valued, respected, and supported.
The definitions of our values of <i>Excellence</i> and <i>Well-Being</i> are being updated.	
The tagline and definition of our value of <i>Open Communication</i> is being updated.	

WHAT'S **NOT** CHANGING



- **USC's Mission.** We are a vibrant academic, research, and medical care community. We drive academic excellence, discovery, and innovation; provide outstanding patient care; and foster advances that benefit society, the nation, and the world.
- Our commitment to collaborating with students, faculty and staff on **USC's ongoing Culture Journey**, to build and support a culture that recognizes our differences as strengths, focuses on professional development and responsibilities, and thoughtfully examines viewpoints without prejudice.
- **Creating a legacy** of visionaries, innovators, creators, and leaders in all fields by seeking the most talented people, giving them the opportunity to succeed, and embracing mutual respect, collaboration, and excellence in all endeavors.
- Proudly embracing a **community of multiple cultures, backgrounds, viewpoints, and experiences**, which makes us stronger.
- Our tagline for *Community* remains the same as it was for *DEI*:

We all belong.

UPDATED LANGUAGE

The following six slides contain new approved language that has been adopted to articulate USC's Unifying Values going forward. Please replace previously used language and associated assets with this refreshed copy and updated digital images.



VALUE: **COMMUNITY**

(REPLACES DIVERSITY, EQUITY AND INCLUSION)

Tagline: *We all belong*

Definition: We are a vibrant academic learning community. We thrive because we seek excellence; know that differences are strengths and that mutual respect and equal opportunity are central to successful learning, research and innovation; and because discrimination is not tolerated.

Community

We all belong

VALUE: INTEGRITY

(no changes)

Tagline: *We do the right thing*

Definition: Our words, decisions, and actions align with and are guided by our values, honesty, and ethical principles.

Integrity

We do the right thing

VALUE: EXCELLENCE

(UPDATED DEFINITION)

Tagline: *We bring our best selves*

Definition: We strive to better ourselves as a learning community through professional development, teaching, ongoing open dialogue, innovation, and research - promoting student success, outstanding medical care, and discovery.

Excellence

We bring our best selves

VALUE: WELL-BEING

(UPDATED DEFINITION)

Tagline: *We honor the whole person*

Definition: We create a caring culture that fosters our ability to thrive in mind, body, and spirit in the successful pursuit of USC's mission.

Well-being

We honor the whole person

VALUE: OPEN COMMUNICATION

(UPDATED TAGLINE AND DEFINITION)

Tagline: *We engage in open and respectful dialogue*

Definition: We actively listen, communicate and provide opportunities for respectful dialogue and interaction across all viewpoints.

Open Communication

We engage in open and
respectful dialogue



VALUE: **ACCOUNTABILITY**

(no changes)

Tagline: *We take responsibility*

Definition: At all levels of the university, we set clear expectations and take responsibility for our actions, decisions, outcomes and consequences.

Accountability

We take responsibility

REFRESHED DIGITAL ASSETS

Click on the links below to access refreshed digital assets reflecting our newly adopted values language, for use on your websites, newsletters, and other materials that reference USC's institutional culture and values.



Values Wheel



Culture Journey Circle

Community

We all belong

Integrity

We do the right thing

Excellence

We bring our best selves

Values + Tags



Values Thumbnails

FREQUENTLY ASKED QUESTIONS

Refer to the following information to answer questions and engage in discussion about the Unifying Values with your community at USC.

What is changing?

Our previous value of *Diversity, Equity and Inclusion* has been updated to *Community*. This change reflects our commitment to our vibrant community – one where we recognize our differences as strengths, focus on professional development and responsibilities, and thoughtfully examine viewpoints without prejudice.

Additionally, updates have been made to the value taglines and/or definitions for *Open Communication*, *Excellence*, and *Well-being*.

Why are these changes being made now?

These changes are being made to establish a clearer tie between the values and USC's academic, research, and healthcare mission; to be responsive to evolving federal legal guidance; to be precise and unambiguous in our commitment to maintaining a campus culture in which every Trojan is valued, respected, and supported; and to implement selected areas of feedback received from the USC community through the 2024 Culture Survey and Discussion Sessions.

Who decided on these changes?

A variety of key USC stakeholders – including the President's Leadership Team, Board of Trustees, Working Group on University Culture, and others – collaborated to review community feedback and legal guidance, and made thoughtful language adjustments that retain the spirit behind our values while also being responsive to evolving priorities and developments.

FREQUENTLY ASKED QUESTIONS (cont'd)

Will we still have initiatives focused on the Unifying Values at USC?

USC is as committed as ever to our values and to fostering a positive and productive culture that enables us to fulfill our mission. We affirm a community where every Trojan belongs, experiences professional growth and development, and thrives. The Culture Team will continue to support our university community through events, initiatives, and strategic planning to drive forward our Culture Journey.

How are we defining our Unifying Value of *Community*?

- **Tagline:** *We all belong*
- **Definition:** We are a vibrant academic learning community. We thrive because we seek excellence, know that differences are strengths, that mutual respect and equal opportunity are central to successful learning, research and innovation, and because discrimination is not tolerated.
- **Connection to Mission:** Our mission – to serve in the public good, to develop human beings who become successful in their lives, and lead with research and discoveries that advance society – requires that we solicit, embrace, share multiple viewpoints, and thoughtfully examine viewpoints without prejudice. We are national leaders in higher education, research and medical care with global reach and impact. Our legacy of visionaries, innovators, creators, and leaders in all fields has and will continue to grow by seeking the most talented people, giving them the opportunity to succeed, and by embracing mutual respect collaboration and excellence in all endeavors.

Where can I learn more about USC's Culture Journey and the changes being made?

Please visit www.culturejourney.usc.edu

**THANK
YOU!**

We do the right thing

**Our words,
decisions and
actions align
with USC's
values.**



Integrity

**We do the
right thing**

OUR UNIFYING VALUES