



MISSION

CUPA-HR is higher ed HR. We serve higher education by providing the knowledge, resources, advocacy and connections to achieve organizational and workforce excellence.



STRATEGIC PRIORITIES

The ambitious and progressive work of CUPA-HR is grounded in our core values and ethics.

1. Create and deliver **learning and development resources** to enable excellence and success for higher ed HR professionals and their institutions.
2. Proactively influence **legislative and regulatory issues** that impact human resources, higher education and the higher education workforce.
3. Build and foster a **diverse, inclusive community** that connects and engages higher ed HR professionals with each other, with other leaders and with the work of the association.
4. Create and deliver workforce **research, analysis and reporting resources** that are the benchmark for higher education.



VALUES

Community and Belonging

We are a diverse, inclusive, welcoming community that helps higher ed HR professionals and higher ed institutions connect and engage.

Service Excellence

We hold to the highest standards in all that we do.

Innovation

We constantly infuse new and different programs, resources and services to anticipate the challenges of managing the higher ed workforce.

Integrity

We honor our commitments and make decisions in the best interests of our member institutions and higher ed HR professionals.



CODE OF ETHICS

In support of CUPA-HR's values, we will:

- **Model inclusiveness and continue to cultivate a community of belonging**
- **Make thoughtful, informed and impartial decisions**
- **Do what we say we will do**
- **Challenge the status quo**
- **Create meaningful partnerships that benefit higher ed HR and higher education**