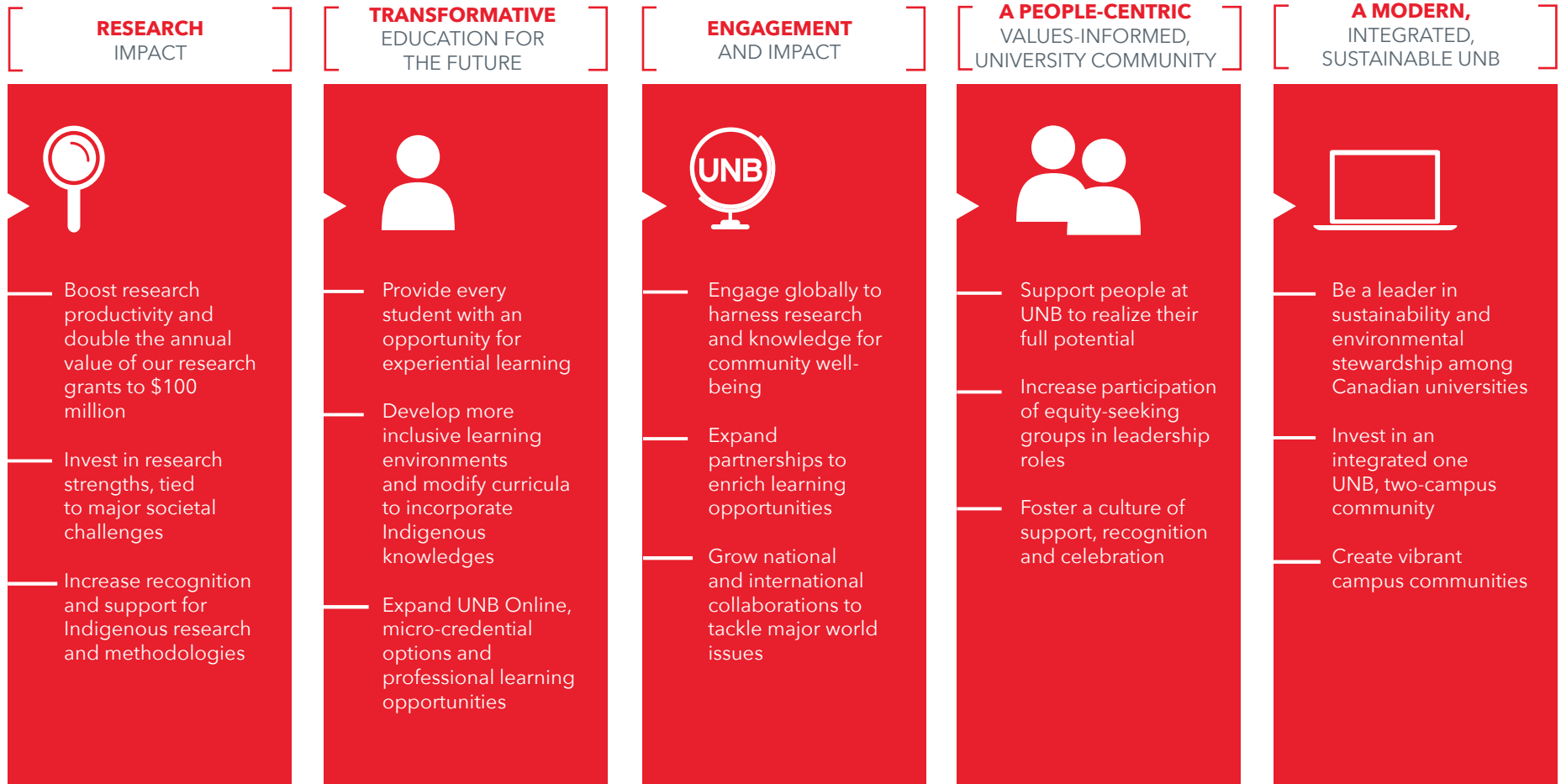


## STRATEGIC VISION



### OUR COMMITMENT PILUWITAHASUWAWSUWAKON

A Wolastoqey word gifted to UNB by Opolahsomuwehs (Elder Imelda Perley) which means “allowing your thinking to change so that action will follow in a good way toward truth,” and considering and sharing other world views, histories and practices. This commitment lies behind all that we do as a university. In all that we do, we commit to walking this path together, as we are all treaty people. This commitment transcends our five strategic pillars.

### OUR VALUES

Academic freedom • Academic excellence • Integrity, transparency and respect • Equity, diversity and inclusion • Financial and environmental sustainability • Innovation, engagement and collaboration