**Sample communication for Leadership re: the Penn State Values**

**A Message from [NAME]**

Among the major outcomes of the [Penn State Values and Culture Survey](http://news.psu.edu/story/326751/2014/09/19/results-released-penn-states-values-and-culture-survey) released last September is the creation the Penn State Values, a statement of core values for the University. You have already received an email from President Barron regarding the official launch of the Values, and I would like to voice my support for this important initiative as well.

A host of information and resources for promoting the Values is available at <http://values.psu.edu>, including posters, flyers, and conversation starters. The Values will be incorporated throughout our activities as a University, so I encourage you to become familiar with them and use them as a resource where appropriate.

Throughout this semester, watch for more information on each of the Values, including themed “We Are” awards and video vignettes featuring students, faculty, and staff from across the University community.

Thank you for joining me in supporting the Penn State Values!