Academic Excellence
The demonstrated ability to perform, achieve, and excel in scholastic activities, to develop maximum intellectual capacities and skills, and to maintain an environment in which learning is fostered both inside and out of the classroom.

Brotherhood & Sisterhood
A relationship in which, like a true family, every member has equal rights, responsibilities, and power and the feeling of kinship creates an environment of respect, support, and accountability encouraging each member to work toward common goals based on a shared set of values.

Leadership
A collective action taken based on shared organizational values intended to elevate an organization, cause, or community to a higher level of excellence.

Service to the Community
Individual and collective actions designed to identify and address issues of public concern through a balance of charitable fundraising, hands-on service, and responsible citizenship to benefit the University and surrounding or global community.