In support of its philosophy and to accomplish its mission, West Virginia University at Parkersburg shall:

- Foster high academic standards to achieve excellence in all courses and programs.
- Identify higher education needs and develop appropriate community-based courses and programs to meet varied educational goals of residents.
- Provide developmental education to facilitate access to higher education opportunities.
- Promote and sustain maximum practical transferability of courses to West Virginia University.
- Provide comprehensive and efficient instructional support services.
- Provide a relevant comprehensive student services system to assure student success in attaining education goals and individual potentials.
- Advance the development and delivery of customized training and services to area business and industry in support of economic development.
- Participate in the achievement of the comprehensive statewide mission of West Virginia University.
- Maintain a regular and on-going evaluation of academic and institutional effectiveness.
- Conduct a comprehensive long-range planning process.
- Nurture appropriate educational opportunities available through the Jackson County Center.
- Cultivate development of human and fiscal resources to effectively support achievement of college mission.
- Offer opportunities for cultural, intellectual and personal enrichment.
• Promote public awareness of the college, its programs, personnel and potential services to the community.

• Maintain an atmosphere of cooperation and trust that allows opportunities for personal growth and self-fulfillment by the college community.