

## The P.R.I.C.E. of Success

**P**rofessionalism.

**R**espect.

**I**ntegrity.

**C**aring.

**E**ngagement.

Herzing University and Herzing College believe in the human potential and personal aspirations of each student. Based on feedback from a cross-section of our community partners (employers, clinical sites, workforce centers), Herzing has developed a framework of behaviors and attributes, that supports a successful and meaningful career. This framework is called the “P.R.I.C.E. of Success.” In order to help each student develop and expand upon these qualities, Herzing has created a culture where students are expected to exhibit these behaviors and attributes in all interactions, in and outside the classroom. Herzing believes students who apply themselves and embody the P.R.I.C.E. characteristics will be more likely to reach their full human potential.

I will:

- Assume responsibility for my own actions
- Demonstrate professional and appropriate communication skills
- Present an appropriate professional appearance for the environment
- Handle sensitive or difficult issues with grace and confidence

**P**rofessionalism

I will:

- Provide consideration and mutual respect to other students, instructors, staff, and colleagues
- Approach others with a positive mindset
- Exhibit respect in all settings including internship or clinical rotations
- Demonstrate genuine interest in the thoughts, opinions, values, and needs of others

**R**espect

I will:

- Practice academic and professional integrity
- Follow rules and policies of the environment
- Exhibit effort necessary to accomplish goals and objectives
- Give proper credit to others for their work and contributions

**I**ntegrity

I will:

- Exhibit a customer-focus and caring mindset in the workplace and clinical settings
- Approach others with a positive attitude
- Provide encouragement and support to fellow students and colleagues
- Build relationships through honest communication and follow-through

**C**aring

I will:

- Actively contribute to the classroom and workplace environment
- Participate in and support positive community events
- Seek opportunities to perform above minimum expectations in the workplace and classroom
- Maintain a continuous improvement mindset

**E**ngagement