The University of Richmond values both its human and intellectual capital, fostering behaviors and programs that support the mission and vision. In particular:

- The University of Richmond particularly values members of its community who exhibit integrity, good judgment, academic rigor, innovation, creativity, service to others and entrepreneurship; it is committed to having an environment where those traits can prosper.
- The University of Richmond values faculty and students who are engaged in learning and is committed to providing small classes and other opportunities for engagement.
- The University of Richmond values faculty who excel in teaching and is committed to supporting its faculty in their teaching, including scholarship, research and service that enhances their teaching.
- The University of Richmond values staff who are dedicated to serve students and is committed to creating a student-centered environment.
- The University of Richmond values students who are intellectually curious and is committed to providing an environment that fosters learning through both the curriculum and extracurricular activities.
- The University of Richmond values diversity and is committed to creating a supportive and inclusive environment throughout the entire University community.
- The University of Richmond values the liberal arts, professional schools, and continuing education and is committed to providing its students with interdisciplinary connections among its programs.
- The University of Richmond values its history and alumni and is committed to honoring both.
- The University of Richmond values ambition and achievement and is committed to a bright future.

Approved by the Board of Trustees on October 27, 2006