



Research Brief

Results from the Spring 2014 Mission, Vision, and Values Survey

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**Purpose of Brief**

The purpose of this brief is to summarize the results from a survey distributed to the Crafton Campus, students and community members where the participants were asked to help select Crafton's mission, vision, and values). The EMPC will use the results described here to recommend mission, vision, and values statements to the Crafton Council.

**Summary of Findings**

- Overall, respondents were more likely to prefer the **option 2 mission statement:**

Option 2: The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.

- Respondents slightly preferred the **option 2 vision statement** over option 3 and least preferred the current vision:

Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.

- Respondents were much more likely to prefer the **option 2 values statement:**

Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.

**Overview**

In 2012-2013, the Crafton Hills College Educational Master Planning Committee (EMPC) started the process of examining Crafton's Mission, Vision, and Values. The EMPC and the Crafton Office of Institutional Effectiveness, Research, and Planning collected input from several groups across campus including a survey to employees and students, multiple workshops, and comments collected from the Academic, Student, and Classified Senates, as well as comments collected from the Crafton Council. This brief summarizes the results from a survey distributed to the Crafton Campus, students, and community members where the participants were asked to help select Crafton's mission, vision, and values from options developed through the activities described above.

**Methodology**

The EMPC compiled all of the feedback received from the activities described above and generated three options for respondents to rank for the mission, three options for the vision, and two options for the values. The original mission, vision, and values statements were included as options.

The survey was distributed to all Crafton employees and all currently enrolled Spring 2014 students on March 10, 2014 and available until March 24, 2014. Respondents were asked to rank each option and were only allowed to choose one ranking per option. For example, a respondent could not rank all three mission options as their first choice.

Including students, 255 people completed the survey. Seventy-three percent were students, 9% were full-time faculty, and 5% were managers. The overall response rate was 4% and the response rate when students were excluded was 18%.

Primary Function at Crafton	# of Respondents	Column %	# Distributed*	Response Rate
Community Member	9	3.5	39	23.1%
Student	187	73.3	5,496	3.4%
Manager	13	5.1	23	56.5%
Classified	10	3.9	94	10.6%
FT Faculty	24	9.4	71	33.8%
PT Faculty	11	4.3	157	7.0%
Unknown	1	0.4	1	
Total	255	100.0	5,881	4.3%
Total (Excludes Students)	68		385	17.7%

\*Total number of classified, FT and PT Faculty were identified using the CCCC Datamart for Fall 2013: [http://datamart.cccco.edu/Faculty-Staff/Staff\\_Demo.aspx](http://datamart.cccco.edu/Faculty-Staff/Staff_Demo.aspx).

**Findings**

Tables 1 – 1B illustrate the results from the ranking of the three mission statements provided to respondents by the EMPC. Community members, managers, and full-time and part-time faculty were more likely to rank option 2 as the most preferred mission statement (see Table 1). Students were slightly more likely to prefer the current mission and managers and FT Faculty equally preferred options 2 and 3. PT Faculty equally preferred options 1 and 2. In addition, the data also indicate that option 2 was the second most preferred mission (see Table 1A) and that most of the respondent groups least preferred the current mission, option 1 (see Table 1B).

**Table 1: Frequencies of Mission Statements Most Preferred (#1) by Primary Function at Crafton.**

Mission Statements	Primary Function at Crafton						
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	Total
Current Mission (Option 1): The mission of Crafton Hills College is to advance the education and success of students in a quality learning environment.	1	79	3	2	7	5	97
Option 2: The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	6	72	5	3	8	5	99
Option 3: The mission of Crafton Hills College is to empower our diverse campus community to engage, learn, and advance.	2	31	5	5	8	1	52

**Table 1A: Frequencies of Mission Statements the Second Most Preferred (#2) by Primary Function at Crafton.**

Mission Statements	Primary Function at Crafton						
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	Total
Current Mission (Option 1): The mission of Crafton Hills College is to advance the education and success of students in a quality learning environment.	4	57	3	4	7	5	80
Option 2: The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	1	63	4	4	8	5	85
Option 3: The mission of Crafton Hills College is to empower our diverse campus community to engage, learn, and advance.	1	44	3	3	7	1	59

**Table 1B: Frequencies of Mission Statements the Least Preferred (#3) by Primary Function at Crafton.**

Mission Statements	Primary Function at Crafton						
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	Total
Current Mission (Option 1): The mission of Crafton Hills College is to advance the education and success of students in a quality learning environment.	4	42	6	4	9	1	66
Option 2: The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.	1	44	3	3	7	1	59
Option 3: The mission of Crafton Hills College is to empower our diverse campus community to engage, learn, and advance.	3	37	3	3	7	9	112

Tables 2 – 2B illustrate the results from the ranking of the three vision statements provided to respondents by the EMPC. Students, and Full and Part-Time Faculty were more likely to prefer the current vision statement (see Table 2). Community members, managers, and classified staff were more likely to prefer option 3. In addition, almost the same number of full-time faculty (n = 9) preferred option 1 as the number who preferred option 3 (n = 8). The data also indicate that option 2 was the preferred second most preferred vision statement for every group except for community members (see Table 2A) and that most of the respondent groups least preferred the current vision, option 1 (see Table 2B). The data do not conclusively indicate a preferred option. It appears that respondents slightly preferred option 2 over option 3 because option 2 was overwhelmingly preferred as the second most preferred option.

**Table 2: Frequencies of Vision Statements Most Preferred (#1) by Primary Function at Crafton.**

Vision Statements	Primary Function at Crafton						Total
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	
Current Vision (Option 1): The vision of Crafton Hills College is to be the premier community college for public safety and health services careers and transfer preparation.	1	64	4	3	9	9	90
Option 2: Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.	3	59	1	3	4	1	71
Option 3: Crafton Hills College will be the college of choice for students who seek a transformational learning experience, a supportive community, and a beautiful collegiate setting.	4	56	8	4	8	1	81

**Table 2A: Frequencies of Vision Statements the Second Most Preferred (#2) by Primary Function at Crafton.**

Vision Statements	Primary Function at Crafton						Total
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	
Current Vision (Option 1): The vision of Crafton Hills College is to be the premier community college for public safety and health services careers and transfer preparation.	3	37	1	2	2	1	46
Option 2: Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.	2	72	9	5	10	7	105
Option 3: Crafton Hills College will be the college of choice for students who seek a transformational learning experience, a supportive community, and a beautiful collegiate setting.	2	64	2	3	7	2	80

**Table 2B: Frequencies of Vision Statements the Least Preferred (#3) by Primary Function at Crafton.**

Vision Statements	Primary Function at Crafton						Total
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	
Current Vision (Option 1): The vision of Crafton Hills College is to be the premier community college for public safety and health services careers and transfer preparation.	4	74	8	5	10	0	101
Option 2: Crafton Hills College will be the college of choice for students who seek deep learning, personal growth, a supportive community, and a beautiful collegiate setting.	2	45	2	2	6	3	60
Option 3: Crafton Hills College will be the college of choice for students who seek a transformational learning experience, a supportive community, and a beautiful collegiate setting.	1	53	2	3	4	8	71

Tables 3 – 3A illustrate the results from the ranking of the two values statements provided to respondents by the EMPC. Every group preferred option 2 to the current values statement (see Tables 3 and 3A).

**Table 3: Frequencies of Values Statements Most Preferred (#1) by Primary Function at Crafton.**

Values Statements	Primary Function at Crafton						
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	Total
Current Values (Option 1): [Crafton Hills College] values creativity, inclusiveness, excellence, and learning centeredness.	0	41	2	1	8	4	56
Option 2: Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.	9	139	11	9	15	7	190

**Table 3A: Frequencies of Values Statements the Second Most Preferred (#2) by Primary Function at Crafton.**

Values Statements	Primary Function at Crafton						
	Community Member	Student	Manager	Classified	Full-Time Faculty	Part-Time Faculty	Total
Current Values (Option 1): [Crafton Hills College] values creativity, inclusiveness, excellence, and learning centeredness.	8	133	11	9	15	7	183
Option 2: Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.	0	41	2	1	9	4	57