



## Exploring the Differences Between Institutional Mission, Vision, and Values

### What are CHC's current mission, vision, and values (as of October 2020)?

**CHC's Mission:** The mission of Crafton Hills College is to advance the educational, career, and personal success of our diverse campus community through engagement and learning.

**CHC's 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.

**CHC's Institutional Values:** Crafton Hills College values academic excellence, inclusiveness, creativity, and the advancement of each individual.

### Why do we need a mission and vision statement?

Mission and vision statements help to guide all the work of a college (Aithal, 2016; Cady, Wheeler, DeWolf, & Brodke, 2011; Ozdem, 2011). All activities of a college – the classes, programs and services, and even the culture it offers (or strives to offer) – are defined by the mission and vision statements. In this way, a mission and vision describe the college's very reason for existing and its aspirations for the future. The Accrediting Commission for Community and Junior Colleges (ACCJC), our college's accrediting body, also requires that a college have a mission statement that includes a description of the student population it serves and its dedication to enhancing student learning and achievement (See Standard IA: <https://accjc.org/wp-content/uploads/Accreditation-Standards-Adopted-June-2014-Annotated-with-Policies-and-Regulations.pdf>).

### What is the difference between a mission and vision statement?

**Mission.** The mission of a college describes its reason for being (Aithal, 2016; Ozdem, 2011). It describes the purpose of the college and possibly how its purpose differs from that held by other colleges. The mission describes the student and community populations that a college serves, and it describes the educational and/or community needs that it helps to meet.

**Vision.** The vision reflects the long-term aspirations of a college – its long-term hopes and dreams (Aithal, 2016; Ozdem, 2011). The vision defines what the college wants to become in the future and should reflect future or planned activities of the college. A vision should be shared across the entire college community, including by all campus stakeholders (i.e., students, faculty, and staff), and should reflect the culture of a college or its uniqueness.

The difference between a mission and vision statement has to do with whether it is focused primarily on today (mission) or tomorrow (vision). The mission identifies the purpose of a college and describes what it does to achieve that purpose. The mission of a community college may be to, "serve a diverse population of students by offering academic programs and services that help them secure employment and/or transfer to a four-year university."

The vision, on the other hand, describes where the college would like to be in the future. A college may embrace the vision of becoming a, "statewide leader in student success and transfer," and/or a, "hub of innovation and engagement...". This is why the California Community College Chancellor's Office has developed a forward-looking

*Vision for Success* that focuses on specific achievement outcomes for all of California's community college students: <https://vision.foundationccc.org/looking-ahead>

**What are institutional values and how do they relate to a college's mission and vision?**

Institutional values reflect core principles that are intended to inspire the college community (Aithal, 2016, Cady et al., 2011). A value statement may clarify how a college intends to actualize its mission and vision, and in doing so, offer the community insight into both the institutional culture and the value that the institution places on all members of its community (Aithal, 2016). In general, such statements focus on principles of respect, integrity, trust, and innovation.

**References**

- Aithal, P. S. (2016). Creating innovators through setting up organizational vision, mission, and core values: A strategic model in higher education. *International Journal of Management, IT, and Engineering*, 6(1), 310-324.
- Cady, S. H., Wheeler, J. V., DeWolf, J., & Brodke, M. (2011). Mission, vision, and values. *Organization Development Journal*, 29(1), 63-78.
- Ozdem, G. (2011). An analysis of the mission and vision statements on strategic plans of higher education institutions. *Educational Sciences: Theory & Practice*, 11(4), 1887-1894.

For more information about institutional mission, vision, and values, please do not hesitate to contact the Office of Institutional Effectiveness, Research, & Planning at [research@craftonhills.edu](mailto:research@craftonhills.edu) or Giovanni Sosa, Dean of Institutional Effectiveness, at [gsosa@craftonhills.edu](mailto:gsosa@craftonhills.edu).