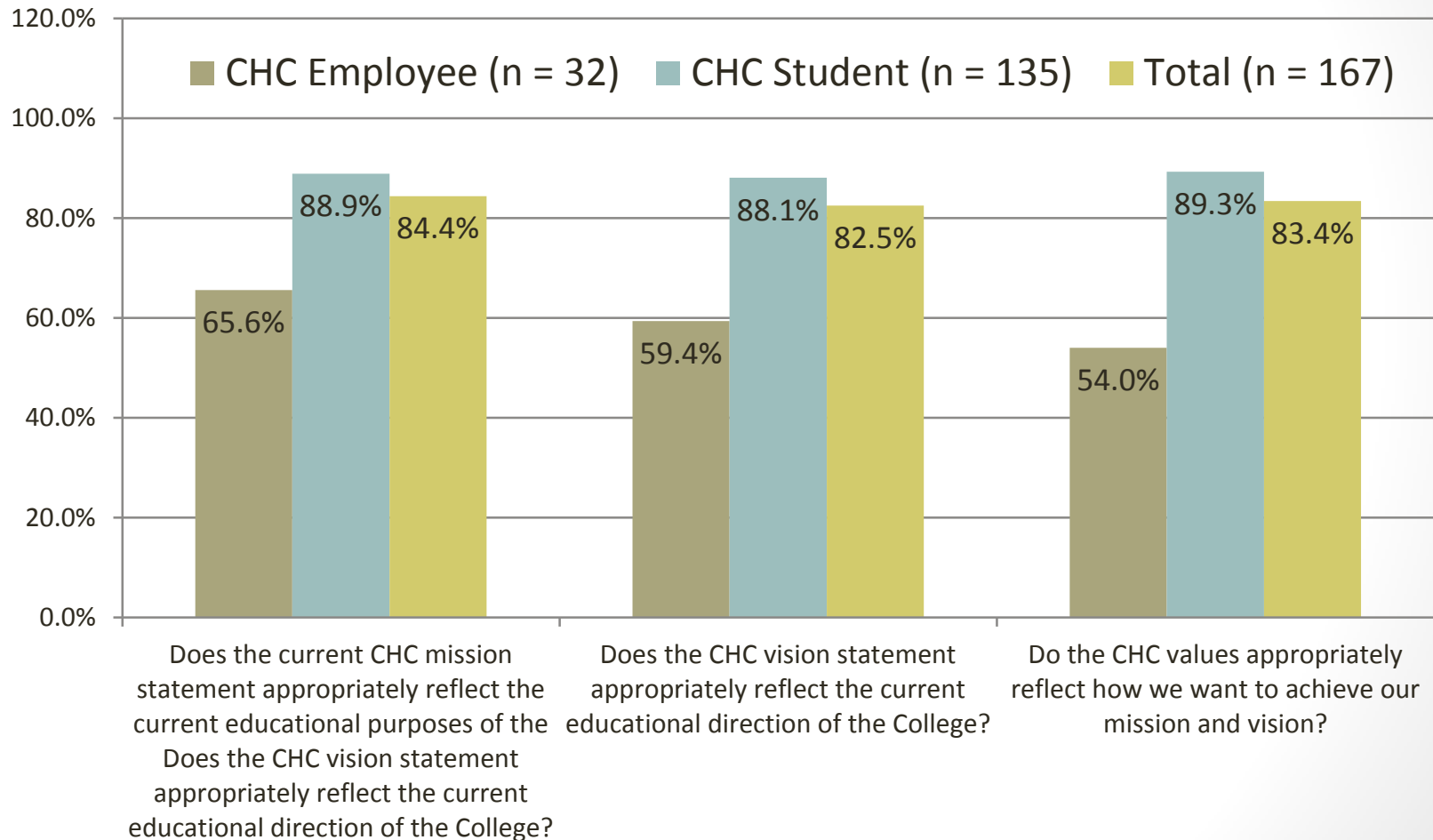


# Spring 2013 Mission Survey Results and Activity

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# CHC Spring 2013 Mission, Vision, and Values Survey Results



# Discussion

- What do you think?
- Do we need to begin to re-examine the mission?
- Do we need to begin to re-examine the vision?
- Do we need to begin to re-examine the values?

# Activity 1

- On a piece of paper, please answer the following question:  
What is Crafton's reason for being?

# Activity 2

- Review themes identified in the survey for Crafton's reason for being

	Comment Themes	Employees	Students
1	Teach Students	11	26
2	Employment/Societal Needs	8	19
1	Help Students Reach their Goals	6	40
	Serve the Community	6	7
	Quality of Life	5	0
	Promote Transfer	4	16
	Supportive Environment	2	6
	Provide Opportunity to Succeed	2	0
2	Affordable/Accessible Education	0	29
	Self-Growth	0	11

# What is a Mission Statement?

- The mission statement describes the college's "**reason for being**"
- It should reflect Crafton's **idealistic motivations** for doing work at the college
- It doesn't need to describe the output, but it should **capture the "soul" of the college**, making our work meaningful
- Why are we here? What is our **purpose**?
- The mission should **inspire change**
- A mission is pursued but never achieved
- The mission should last a long time, maybe a 100 years

# Mission Statements can Take the Following Forms

- We do this...
- We do this...to...
- We do this...for...
- We do this...by...
- We do this...that will...

# Mission Statement:

## We do this...

- Crafton: Advance the education and success of students in a quality learning environment.
- California Community College Chancellor's Office (CCCCO): Empower the community colleges through leadership, advocacy and support.



# Mission Statement:

## We do this...to...

- Los Angeles Southwest College: To facilitate student success, encourage life-long learning, and enrich the lives of its diverse community.
- Ohlone College: To serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported, and continually assessed.

# Mission Statement:

## We do this...for...

- Santa Rosa Junior College: To promote student learning throughout our diverse communities by increasing the knowledge, improving the skills and enhancing the lives of those who participate in our programs and enroll in our courses.
- Woodland Community College: To provide high quality, student-centered education and lifelong learning opportunities for the communities we serve

# Mission Statement:

## We do this...by...

- Cypress: “Cypress College enriches students’ lives by providing high quality education for transfer to four-year institutions, associate degrees, career technical education, and certificate coursework, as well as basic skills and opportunities for lifelong learning.”

# Mission Statement:

## We do this...that will...

- Allan Hancock College: Provides quality educational opportunities that enhance student learning and the creative, intellectual, cultural, and economic vitality of our diverse community.
- Massachusetts Institute Technology (MIT): To advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century.

# Review: What is a Mission Statement?

- The mission statement describes the college's “**reason for being**”
- It should reflect Crafton's **idealistic motivations** for doing work at the college
- It doesn't need to describe the output, but it should **capture the “soul” of the college**, making our work meaningful
- Why are we here? What is our **purpose**?
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# Activity 3

- On a piece of paper, please use the themes identified previously and write a mission statement.

# Activity 4

- Share mission with small group and develop a mission statement within the group

# Activity 5

- As a large group, use the missions developed in the small groups and develop a mission.