

Fall 2013 Mission, Vision, and Values Survey Results and Activity

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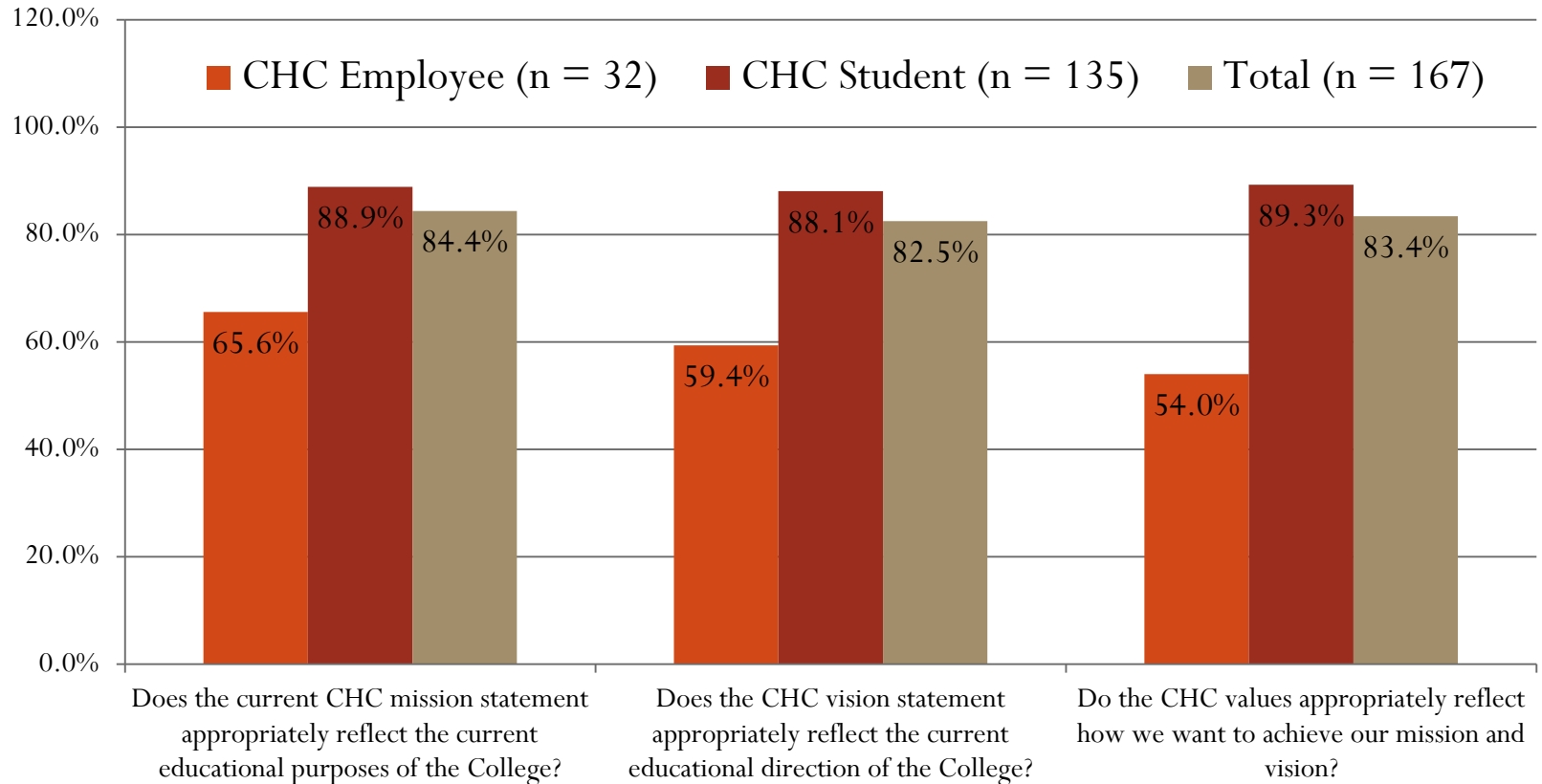
Engage



Background

- Educational Master Planning Committee (EMPC)
 - Discussed the possibility of revising the Mission Statement, Vision Statement, and/or Values
 - Developed and administered survey in Spring 2013

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?

EMPC

- EMPC decided to facilitate workshops to illicit feedback on the Mission, Vision, and Values
- EMPC will compile all results and develop draft Mission, Vision, and Values statements to share with campus and incorporate feedback
- It is also possible that the Mission, Vision, and or Values may stay the same.



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

Mission Statement Examples

- **Crafton:** ...to advance the education and success of students in a quality learning environment.
- **Woodland Community College:** To provide high quality, student-centered education and lifelong learning opportunities for the communities we serve
- **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.

Mission Statements from Three Well Known Companies

- To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.
- Our mission and values are to help people and businesses throughout the world realize their full potential.
- To refresh the world, to inspire moments of optimism and happiness, and to create value and make a difference.

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

What is Crafton's Reason for Being?



Activities

- Activity 1: On a piece of paper, please answer the following question: What is Crafton's reason for being?
- Activity 2: Share Crafton's reason for being with the larger group.
- Activity 3: Identify themes.



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The Vision

- Purpose of the Vision Statement
 - To convey Crafton's educational direction, something concrete, visible, and real
 - It needs to serve as a focal point of effort, be stimulating, spur forward momentum, and get people moving
- Involves Questions Like...
 - Does it get our juices flowing?
 - Do we find it stimulating?
 - Does it spur forward momentum?
 - Does it get people going?

Vision Statements are like BHAGs (Big, Hairy, Audacious Goal)

- It conveys concreteness – something visible, vivid, and real
- Clear and compelling, serves as a focal point of effort, and acts as a catalyst for team spirit
- It has a clear finish line, so the college can know when it has achieved the goal
- Tangible, energizing, highly focused
- Example and Possible Crafton Vision Statement

85% of Crafton Students will complete their Crafton educational goal.

Community College Vision Statements

- Crafton Hills College

- “...to be the premier community college for public safety and health services careers and transfer preparation.”

- Copper Mountain College

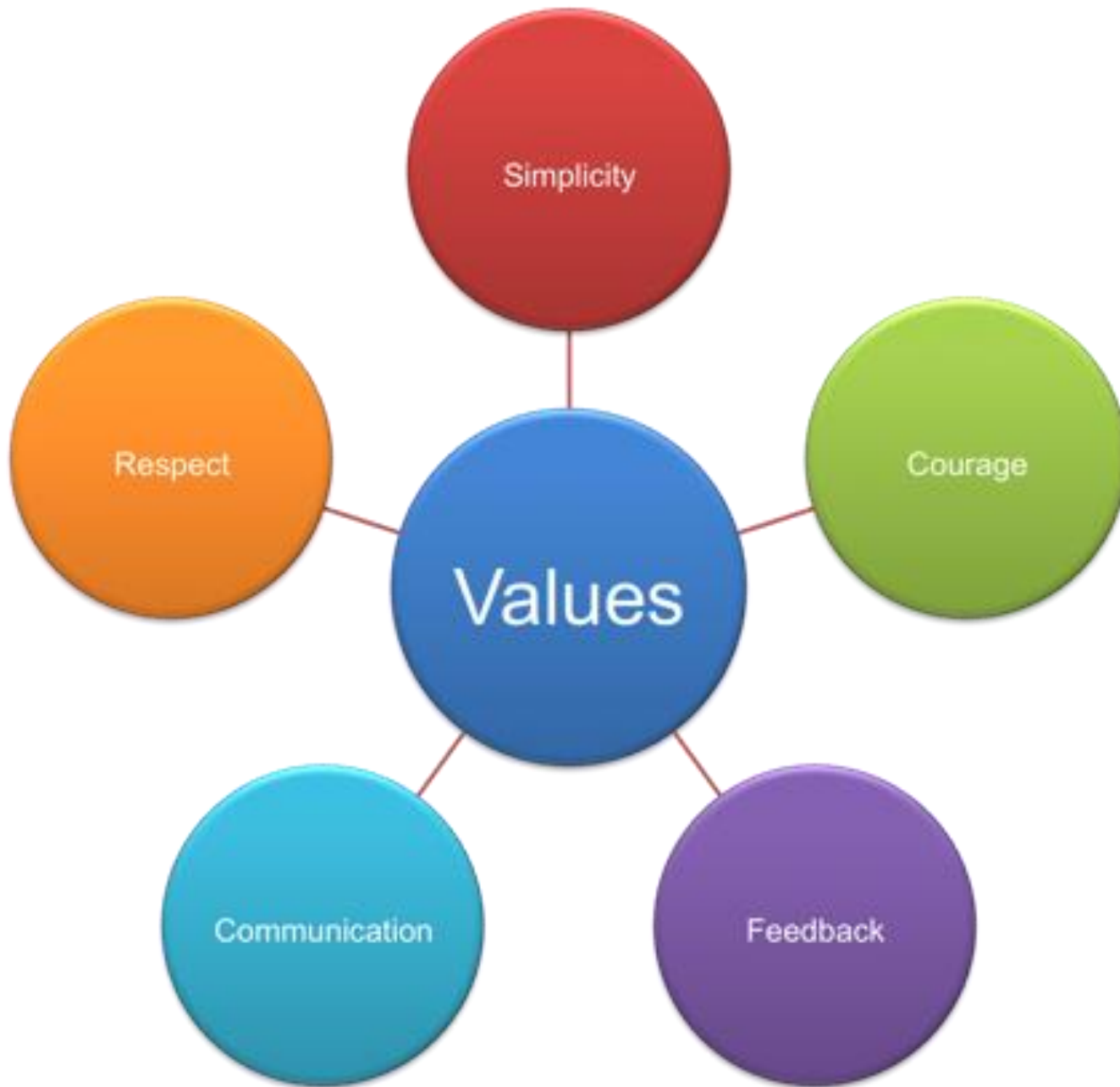
- “Copper Mountain College will be the educational and cultural center of the Morongo Basin. Through cooperative efforts with the community and within the college, we will develop innovative curricula matched to the needs of our students to prepare them to achieve their educational, employment, and life-long learning goals.”

- Ohlone College

- “Ohlone College will be known throughout California for our inclusiveness, innovation, and superior rates of student success.”

Activities

- Activity 1: On a piece of paper, please answer the following question: What do you think Crafton's educational direction needs to be?
- Activity 2: Share Crafton's educational direction with the larger group.
- Activity 3: Identify themes.



Values

- A small set of guiding principles that require no external justification
- Have intrinsic value and importance to those inside the college
- They define for us what we stand for
- So fundamental and deeply held that they will change seldom, if ever
- Intended to guide and inspire

Crafton's Current Values

- Creativity
- Inclusiveness
- Excellence
- Learning Centeredness

Ohlone Community College Values

- We provide life long learning opportunities for students, college personnel, and the community.
- We open access to higher education and actively reach out to underserved populations.
- We promote diversity, inclusiveness, and openness to differing viewpoints.
- We maintain high standards in our constant pursuit of excellence.
- We value trust, respect, and integrity.
- We promote teamwork and open communication.
- We practice innovation and actively encourage risk-taking and entrepreneurship.
- We demonstrate stewardship for our human, financial, physical, and environmental resources.

3 Starbucks Values

Our Coffee

- It has always been, and will always be, about quality. We're passionate about ethically sourcing the finest coffee beans, roasting them with great care, and improving the lives of people who grow them. We care deeply about all of this; our work is never done.

Our Partners

- We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can be ourselves. We always treat each other with respect and dignity. And we hold each other to that standard.

Our Customers

- When we are fully engaged, we connect with, laugh with, and uplift the lives of our customers – even if just for a few moments. Sure, it starts with the promise of a perfectly made beverage, but our work goes far beyond that. It's really about human connection.

Some CHC Employee Comments from the Spring 2013 Survey on Values

- “Being a part of something special, service to students above all else (this includes customer service).”
- “This statement needs to be a living breathing model of employee engagement during the work day.”
- “...supportive, caring, holist, student focused, safe, helpful.”
- “...we value our ability to prepare students to succeed.”

Some CHC Student Comments from the Spring 2013 Survey on Values

- Ethics
- “I am not sure what ‘learning centeredness’ means but it sounds like an educational buzz word without meaning.”
- “Hard work”
- “A positive learning environment”

What values reflect how we want to achieve our mission and vision?



Activities

- Activity 1: On a piece of paper, please answer the following question: What values reflect how we want to achieve our mission and vision?
- Activity 2: Share the values identified individually with the larger group.
- Activity 3: Identify themes.



Vision

High-tech solutions for professional farmers feeding the world.

Business Values

Customer Focus + Dealer Focus
Number 1 in Customer
Perceived Quality

Business Values

Ethical Standards + Brand Values
Create Shareholder Value
Human Dimensions

Mission

Profitable growth
through superior
customer service,
innovation, quality
and commitment.

Core Values

Accountability

Integrity

Transparency

Team Spirit

Respect