

FOCUS GROUP RESULTS

Importance of Mission Statement?

BC Group: Accountability, gives direction and focus, provides a structure and driving force to all campus constituents

Community: Everyone knows where they are going, same path, gives centralized focus and common goal, provides pride in organization, should be measurable, should be able to see and feel the presence in end product- the students

Have you read it?

~~BC Group ranged from last week to four years ago~~

Community: NO

Understand Mission Statement?

BC group: They all said they understand it but it is worded poorly.

Community: It has a lot of extra stuff. It is not a mission statement. It sounds like it is bragging. What does thrive mean? It is not measurable, it sounds typical. It is not very transparent. It needs dissecting. Too many pretty words. It is complicated. Can't be measured through the students.

Is it relevant?

BC Group Relevant to what. I don't understand the question. When was it written? Who wrote it? Does it adequately address our purpose, values, or businesses in community? How does that reflect our ability to respond to change? What is our product... Quality education? What does quality mean in today's society? The world has always been rapidly changing.. are we?

Community: It is relevant to the people who wrote it. It celebrates history. It honors people. It is relevant to accreditation people. You have to have a mission statement. It is not relevant to customer base- students or community. There is no connectivity to technology or what we need to do in society. It is not relevant to alumni.

Does it guide planning?

BC Group: Not as stated. It only guides education at best. It doesn't talk about services and programs. Where is the strategic plan? We need to state that we want to develop the whole student, not just education part. We don't address change.

Community: It guides recruitment of students, but only "certain students" as listed. It guides faculty in academic terms. It guides planning for quality education.

Would you change mission statement?

BC Group" Too lofty sounding. The spirit is good, but the wording doesn't match. It should be reflective of whole CC system in CA. It should say something about thinking critically. Why doesn't it say open access? Should add "people who can benefit..." Should it say "be productive citizens in there and not just thrive? What about adding life-long learners? "Heritage" sounds goofy and old. Should start from scratch. Should research other mission statements. It is outdated and too philosophical.

Community: Needs to mention the community. Needs to imply state collaboration. Needs to say partnership with community. Needs to say "stay relevant" especially in technology. Should not be so specific about which students... should say "All." Should take out "heritage" ... maybe legacy instead. Don't start with a preposition. People technology and community drive organization. It should say that up front. Should promote tolerance. Leave s groups out by naming students we "serve." Heritage has connotation of "athletics." Needs to connect to "high tech." Needs to be less flowery sound and have more substance. Should be written by a group of students, faculty, staff, and community members,