

STRATEGIC PLAN SUMMARY

During 2007-2008 Bakersfield College developed a new 5-year strategic plan known as the *Renegade 2012 Plan*, which the KCCD Board of Trustees approved June 2008. This summary includes the new Mission, Vision, and Values statements, followed by seven Strategic Initiative statements. The Strategic Initiatives, within the context of the planning assumptions and core processes described in the next two sections, focus the College's direction for the next five years. They also provide the specific framework for planning, designing, and implementing operational-level, short-term, and long-term action-oriented objectives. During 2008-2009, the first year of the plan's implementation, its name changed to *Action 2012*. In spring 2009 BC constituents identified 2009-2010 College Goals that support implementation of Action 2012, as listed in Figure 7.

Our Mission

With its heritage as a foundation and an eye toward the future, Bakersfield College provides the high quality education necessary for our socially and ethnically diverse students--whether they be vocational, transfer-oriented, developmental, or some combination of these--to thrive in a rapidly changing world. We will accomplish our mission by:

- Establishing strong connections with our student and business communities
- Understanding the needs of our diverse student population
- Responding to student and community needs with efficiency and flexibility
- Honoring our long heritage of community involvement
- Remaining vigilant in scanning our present and future environment within which we operate
- Promoting tolerance and patience with all of our stakeholders

Our Vision

The diverse communities we serve will trust Bakersfield College with their most precious resource—people. Our high standards of education and service will earn that trust. Our values will be evident in all that we do.

Our Values

People	We value our students, faculty, staff, administration and our communities. We recognize that education is a human endeavor. It is personal and hinges on the mutual respect and trust of the learners, the providers, and the communities they serve.
Integrity	We hold our academic and fiduciary responsibilities to the highest professional and ethical standards. These areas are measured for accountability in order to maintain the trust of our students and community.
Education	Education is the reason our institution exists, both for its own sake and for the benefit of the local, state, and national economy. People who are educated are more geographically and economically mobile and better able to contribute to society as a whole.

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Our Values (concluded)

- Courage** We value the courage to learn, teach, and lead with the moral and mental strength to do what is right as students, faculty and staff—even in the face of personal or professional adversity.
- Diversity** We respect and embrace the strengthening power of diversity. We recognize and delight in the differences between people and cultures. This helps us function better in our increasingly diverse community.
- Tradition** Our traditions are the precious heritage that defines who we are, where we come from, and why we should be proud.

Strategic Initiatives

As a body of staff and students committed to our future, we will...

Student Excellence

Improve services to all students and remove barriers to academic and occupational success.

Communication

Improve our internal and external culture of communication by developing comprehensive communication protocols. We will incorporate effective uses of technology with targeted training opportunities within multiple communication venues.

Oversight and Accountability

Improve relationships and connections with all stakeholders including campus constituencies, the District, and the student and business communities we serve.

Fiscal Responsibility

Ensure effective and efficient use of available resources to meet the mission of the college.

Facilities

Create a safe, attractive and well-maintained campus environment.

Image

Enhance the image of Bakersfield College to external and internal audiences.

Linkages

Improve links between planning, assessment, curriculum, program review, and budget processes.

Additional information about the strategic initiatives is available in the Renegade 2012 Plan Summary, "Focus on the Future Summary," as well as the Full Plan at <http://www.bakersfieldcollege.edu/2012/>.