Goals for this Presentation

- Introduce the Non-Academic Planning and Reporting Process
- Mission and Vision Statements
- Strengths and Values
- Assessment
- Next Steps
Goals for Each Unit of the College

- Identify strengths
- Define a Mission Statement that aligns with CCNY Strategic Objectives
- Define goals, the means of assessment, and targets for success.
- Reviews the data and uses the information to make improvements.
- Celebrates and shares group experiences and successes throughout the College and with vested parties.
MSCHE Standards V & VI¹

Standard V, Educational Effectiveness Assessment: “Assessment of student learning and achievement demonstrates that the institution's students have accomplished educational goals consistent with their program of study, degree level, the institution's mission, and appropriate expectations for institutions of higher education.”

Standard VI, Planning, Resources and Institutional Improvement: “The institution’s planning processes, resources, and structures are aligned with each other and are sufficient to fulfill its mission and goals, to continuously assess and improve its programs and services, and to respond effectively to opportunities and challenges.”

¹MSCHE revised their standards in 2015.
5 Column Model
(Handout 1)

- Provides the framework for units to articulate:
  - Goals and its alignment to Strategic Objectives (Identity, Quality and Viability)
  - Means of assessing goals and setting fair expectations for success
  - Review assessment results
  - Evaluate data and assessment process
  - Determine ways to make improvements and changes based on the assessment findings

- Framework for one year, different than a Strategic Plan
College’s Strategic Objectives

- See Advancing the Journey, Part I for more information
  - 1. Identity
    - Prepare students for lives of service to Church and community within the context of a community that is diverse, Christian and value oriented
  - 2. Quality
    - In programs
    - People
    - Facilities
  - 3. Viability
    - Increase revenue
Timeline for Planning and Assessment Process (Handout 2)

- Mid-Fall Semester: Select Goals and Assessment Tools
- Late Fall through Mid-Spring Semester: Assess
- Mid-Spring to Late Spring: Review Results, Plans for Improvements

The steps in the 5 Column Model align so that results from assessments can substantiate budget requests for the following year.
Mission and Vision Statements

SOURCE: www.diffen.com
## Description of Mission and Vision Statements

<table>
<thead>
<tr>
<th>Mission Statement</th>
<th>Vision Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Mission statement talks about <strong>HOW</strong> you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values.</td>
<td>A Vision statement outlines <strong>WHERE</strong> you want to be. Communicates both the purpose and values of your business.</td>
</tr>
</tbody>
</table>
## Mission and Vision Statements:
### Answer the Questions:

<table>
<thead>
<tr>
<th>Mission Statement</th>
<th>Vision Statement</th>
</tr>
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<tbody>
<tr>
<td>“What do we do? What makes us different?”</td>
<td>“Where do we aim to be?”</td>
</tr>
</tbody>
</table>
## Mission and Vision Statements: Time Period:

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<td>A mission statement talks about the present leading to its future.</td>
<td>A vision statement talks about your future.</td>
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</table>
### Mission and Vision Statements: Function:

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<td>It lists the <strong>broad goals</strong> for which the organization is formed. <strong>Its prime function is internal; to define the key measure or measures of the organization's success</strong> and its prime audience is the leadership, team and stockholders.</td>
<td>It lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why you are working here.</td>
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</table>
## Mission and Vision Statements: Change:

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<td>Your mission statement may change, but it should still tie back to your core values, customer needs and vision.</td>
<td>As your organization evolves, you might feel tempted to change your vision. However, mission or vision statements explain your organization's foundation, so change should be kept to a minimum.</td>
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</table>
## Mission and Vision Statements: Developing the Statement:

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<td>What do we do today? For whom do we do it? What is the benefit? In other words, Why we do what we do? What, For Whom and Why?</td>
<td>Where do we want to be going forward? When do we want to reach that stage? How do we want to do it?</td>
</tr>
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</table>
## Mission and Vision Statements: Effective Statements:

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<td><strong>Purpose and values of the organization:</strong> Who are the organization's primary &quot;clients&quot; (stakeholders)? What are the responsibilities of the organization towards the clients?</td>
<td><strong>Clarity and lack of ambiguity:</strong> Describing a bright future (hope); Memorable and engaging expression; realistic aspirations, achievable; alignment with organizational values and culture.</td>
</tr>
</tbody>
</table>
Next Steps

• Work collaboratively to complete the first three steps of the 5 column model (goals and means of assessment and expectations of success)

• Draft a mission and being talking about a viable vision statement