

A group of graduates in black gowns and mortarboards, with one student in the foreground holding a rolled-up diploma.

# Yuba Community College District

Strategic Planning & Mission  
and Vision Statements

# Preview

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- Review the purpose of each Strategic Plan Element
- Review YCCD Core Values, Vision, and Mission Statements
- Distinguish between District and College Mission Statements
- Evaluate examples of district mission statements

# Strategic Plan Elements

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- Mission – Why we exist...Our purpose
- Vision – Where we are going...What we want to become
- Values – Our core beliefs...What guides us
- Goals – What needs to be accomplished to implement strategy





**Mission:**  
What we do.



**Vision:**  
Where we aim to  
be.

**Core Values:** Foundation and Context

# YCCD Core Values

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- Knowledge
- Stewardship
- Culture
- Honesty
- Respect/Mutual Trust
- Student Success
- Openness
- Courage

# YCCD Vision Statement

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The vision of the Yuba Community College District Board of Trustees is to ensure student success by:

- Providing an innovative, world-class learning environment;
- Building and maintaining an atmosphere of trust within the college district and with our communities;
- Developing and maintaining programs and facilities that best meet the needs of our students and communities;
- Stewarding resources strategically to meet the diverse needs of our communities and region;
- Providing educational, economic, cultural, and civic leadership for our communities and region.

*Adopted October 12, 2011*

# YCCD Mission Statement

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The primary mission of the Yuba Community College District is to provide rigorous, high quality degree and certificate curricula in lower division arts and sciences and in vocational and occupational fields as well as business-focused training for economic development. An essential and important function of the District is to provide remedial instruction, English as a second language instruction, and support services which help students succeed at the postsecondary level. Additionally, an essential and important function of the District is to provide adult noncredit educational curricula in areas defined by the State.

# Mission vs. Vision Statements

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	Mission Statement	Vision Statement
Answer	It answers the question, "What do we do? What makes us different?"	It answers the question, "Where do we aim to be?"
Time	Describes the present leading to the future.	Describes the future.
Function	Lists the broad goals for which the organization is formed. Its prime function is internal; to define the key measure or measures of the organization's success and its prime audience is the leadership, faculty, staff, students, and other stakeholders.	Lists where the organization will be some years from now. It inspires all to give their best. It shapes understanding of why they are working at this organization.



# District vs. College Mission Statement

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- **District Mission:** Articulates the “greater mission” or overarching institutional purpose. Defines the aspirational goal of the organization, articulates its competitive advantage, and provides direction and purpose to all stakeholders.
- **College Mission:** Describes the college's broad educational purposes, its intended student population, the types of degrees and other credentials it offers, and its commitment to student learning and student achievement (ACCJC, Standard I.A.1.)

# The District Mission Statement



**Supports the uniqueness of the local colleges so that they may serve their students and communities.**

# District Mission Statement

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- Aligns with and supports core values and vision statement.
- Holds space for each college to create a mission statement appropriate to its community.
- Doesn't prescribe but rather guides the college mission statements.
- Doesn't replace or restrict but rather anchors college mission statements.

# Criteria for Evaluating Mission Statements

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- Does the Mission Statement explain:
  - Who the organization is?
  - What the organization does?
  - Why does it do it?
  - Who benefits (stakeholders)?

# District Mission Statement Example 1

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- The Mission of the Aspen Community College District is to foster student success for all individuals seeking advancement, by providing equitable and supportive learning environments at our four colleges. The District empowers students to identify and complete their goals through educational and support programs that lead to completion of two or four-year degrees, certificates, transfer, or career preparation. In doing so, the District fulfills its commitment to the community to improve the social welfare of the region, to enhance the local economy, to close persistent equity gaps, and to prepare future community leaders.

# Examples 2 and 3

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- Sycamore Community College District is committed to empowering our colleges in their efforts to promote exemplary educational opportunities and to provide safe, inclusive, and supportive learning environments leading to student success and global competitiveness which will transform our region.
- Cottonwood Community College District: Provide outstanding diverse learning opportunities that prepare students to meet community needs, promote global responsibility, and foster opportunities for all.

# District Mission Statement Example 2

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- Our vision is to transform the lives of students and enhance the vitality of our region. ***Our mission is to provide a vibrant learning environment that empowers all students to achieve their educational and career goals.***

# A Few More

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- Elm Community College District provides students, in its diverse community, with access to comprehensive quality educational opportunities that support student learning and student success.
- Cottonwood Community College District: Provide outstanding diverse learning opportunities that prepare students to meet community needs, promote global responsibility, and foster opportunities for all.



*“Aha” moments and  
insights.....*

# Next Steps

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- DC3 will draft core values, mission and vision statements, and strategic goals for the Board's review and feedback at the April Board meeting
- Iterative process throughout the spring semester!

# Resources

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- Outside tips on effective Mission Statements
- [The Characteristics of a Good Mission Statement](#)
- [5 Characteristics of Inspiring Vision and Mission Statements](#)



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