Strategic Planning Survey Results: Mission and Vision Statements

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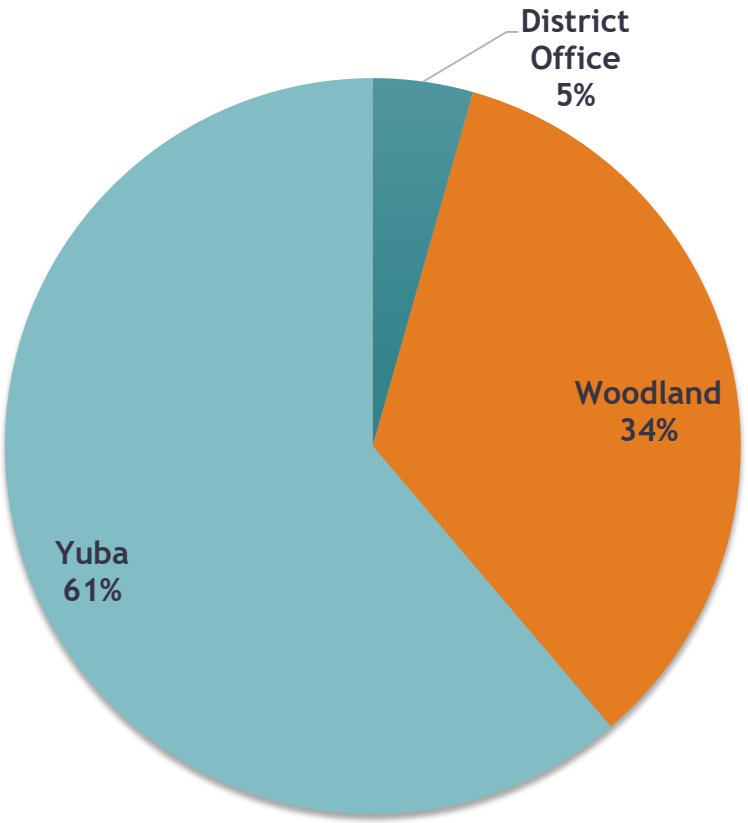
About the Survey

- Goal: To collect feedback from stakeholders about the YCCD's current mission statement, vision statement, and strategic goals to inform the development of any revisions
- Consisted of 29 questions
- Administered November 16-December 5
- Collected 377 responses
- Survey results will supplement feedback received from Integrated Planning Townhall meetings being hosted this month

Responder Profile

Location



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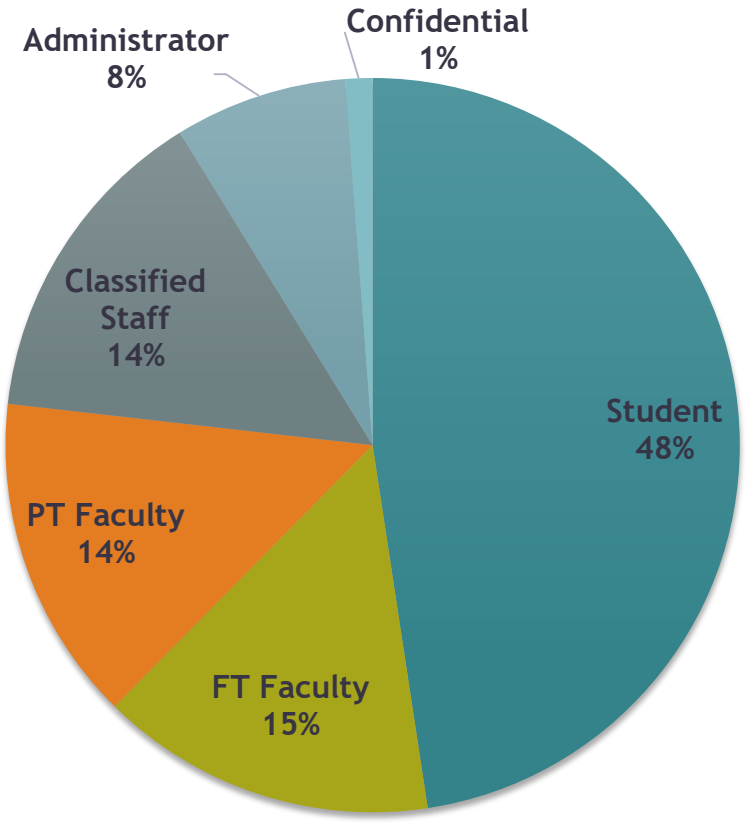


About Mission Statements

Jamboard Exercises

At their core, missions statements strive to answer two questions:

- *Why do we exist?*
- *What value do we provide to our communities?*

https://bit.ly/2MAgTmU

Current YCCD Mission Statement

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 Statement Feedback

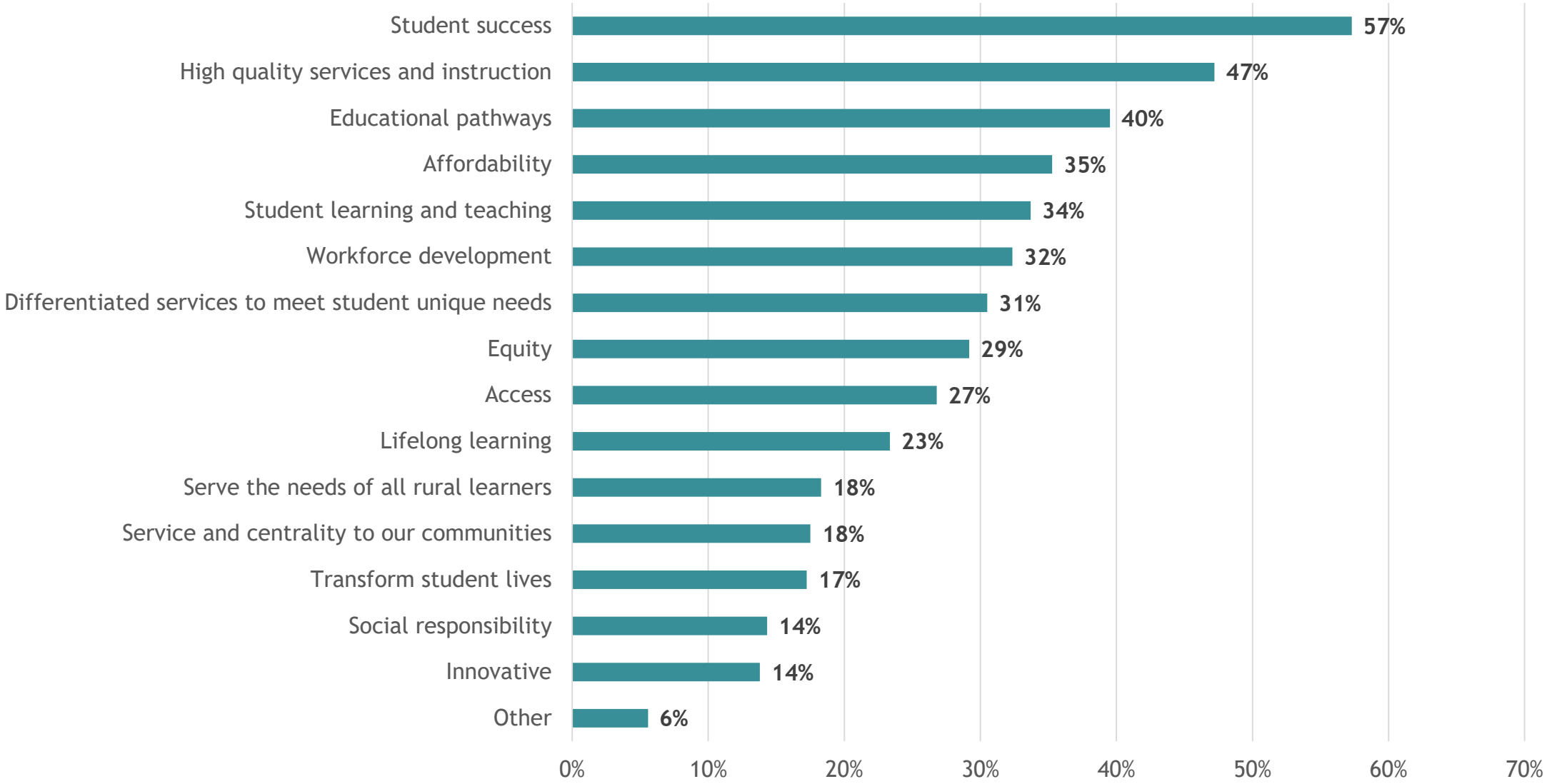
- **General Suggestions:**
  - *It should directly claim the purpose of YCCD*
  - *It needs to be much shorter and more compelling from a student results standpoint, and not an inventory of everything that the college tries to do.*
  - *We'll want to write the mission statement in plain English and avoid jargon. We also want to be careful that it doesn't contain extremely long sentences with long lists.*
  - *The current mission statement reads as very clunky and formulaic, like there was a template and we just plugged in the top values from a survey like this. I hope the next version can sound more organic. I'm also curious about the "business" focus -- why is business called out separately from the other CTE programs?*
  - *you cant just SAY these things, you have to actually DO them too.*

Mission Statement Feedback Cont.

- **Focus on Equity and Students:**
  - *We need to keep equity and student success at the center of all we do--this has to be our "why." Although we face budget challenges frequently and it is tempting (and sometimes necessary) to cut corners, we should strive to keep these principles at the center of our decision making processes.*
  - *The current mission focuses on the curriculum. The revised mission statement should focus on students.*
  - *The mission of any education system should be students first, all students!...*

- **Focus on Affordability:**
  - *I believe it is incredibly important for a college education to be available and accessible to all who want or need it, and that in part, what stops people from attending college is lack of access and affordability.*
  - *The point of going to college would be having the end result of success and in order for that students should be able to have a good learning experience and able to afford it.*

Mission Statement Elements



About Vision Statements

Jamboard Exercises

A vision statement clearly describes our purpose and answers two questions:

- *What we are striving toward?*
- *What do we want to achieve as an organization?*

https://bit.ly/2MAgTmU

Current YCCD Vision Statement

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.

Vision Statement Feedback

- **General Suggestions:**
  - *The current elements read like general strategies.*
  - *These seem more like values than vision statements*
  - *Meeting the needs of individual students is not at the heart of this statement. It sounds more like the college is the center and not it's students.*
  - *there is nothing in the vision statements about longevity, we have been an institution now for over 90 years…*
- **Remove "World-Class":**
  - *I'm not sure what "world-class learning environment" means. It seems to be so vague that it is rendered meaningless.*
  - *I've never thought the phrase "world-class" was helpful. Our learning environment is more "nurturing" and "welcoming" than "world class"…*
  - *…stay away from elitist-sounding terms like "world class" …*

Vision Statement Feedback Cont.

- **Focus on Equity:**
  - *Adding a clear statement of the boards commitment to student diversity, equity and inclusion*
  - *…we need to make inclusivity and equity more prominent in defining ourselves…*
  - *focus on equity and opportunity to transform students' lives*
  - *A commitment to achieving inclusive excellence by providing comprehensive student support to achieve equity…*

- **Focus on Students and Accessibility :**
  - *What is there now seems to be more about the environment and less about what is offered for students and what the environment can do for the students. I am there to retrain for a career shift, my high schooler is there for advanced classes, the average college student (my son next year) will be there for tech skills or a path to a four year college. Can these be better emphasized?*
  - *…focus on outcomes for students (what do we want for our students?)*
  - *Prioritizing the needs of our students, helping them to achieve their goals in education*
  - *I think you should include the accessibility that YCCD provides for students who cannot attend 4 year schools…*

Questions

WHY?
WHAT?
WHERE?
WHEN?
HOW?
WHO?
WHICH?
WHOSE?
WHAT? HOW? WHY?
WHO? WHERE? WHAT? HOW?
WHY? HOW? WHERE?
WHO? WHOSE?
WHERE? WHAT? HOW?
WHERE? WHICH? WHOSE? WHEN? WHY?
HOW? WHO?
WHAT? HOW? WHY?