

Notes from Campus-Wide Mission/Vision Workshop

January 28, 2009

As part of an ongoing process to refine and improve the strategic planning process, the College conducted a campus-wide mission/vision workshop. The purpose of the workshop was to review Saddleback College's current mission and vision statements, and to consider revising them to more accurately reflect the will of the community.

The following working definitions were used:

What is a Mission Statement?

- Brief description of the College's fundamental purpose
- Answers the question, "Why do we exist?"
- Focuses on College's present state
- Helps ensure that everyone is on the same page
- Audience: everyone inside and outside the College

What is a Vision Statement?

- Provides direction
- Answers the question, "Where do we want to go?"
- Embodies dreams and passions
- Describes the desired future state
- Provides the framework for strategic planning
- Guides decision-making and allocation of resources
- Audience: everyone internal to the College – faculty, staff, and administrators

The notes from the workshop will be reviewed by the PBC. The next revision will be presented to the College community for additional comments and input.

Participants broke into workgroups in order to brainstorm and collaborate on these topics. The results of the brainstorming work can be found in Appendices A and B.

Five themes emerged as the groups discussed vision and voted on the most important ideas:

- First choice
- Green/sustainable
- Technology
- Local/global
- Proactive

From those themes, the groups re-convened and drafted the following vision statements:

- *The dynamic choice for higher education in a world where sustainability and technology matter.*
- *Saddleback College is the first choice as an educational leader that promotes access and sustainability with technological innovation to guide our community to meet global needs.*
- *The first choice for local and online education within a sustainable environment providing students with the knowledge to succeed in tomorrow's world.*
- *To be the obvious choice for a world class, innovative education.*
- *Implement emerging, exciting, and reliable technology to enhance student success. Create an efficient, environmentally friendly campus.*
- *Provide a local gateway to the world through productivity, sustainability, and innovation.*
- *The world's campus: every student's first choice in higher education.*
- *Premier institution preparing our local communities for creating and contributing to a sustainable global society.*

Appendix A

Brainstorming – Mission

- Provide life-long learning opportunities to assure success in an ever-changing world.
- Change lives through affordable, quality education – one student at a time.
- To educate, inspire, and serve a diverse, dynamic community.
- To provide an environment that fosters a high rate of college transfer, enhancement of students' basic skills, life-long learning, and career technical education meeting the needs of Southern California.
- To provide learning opportunities that empower students to succeed.
- To empower.
- To promote educational excellence and career opportunities.
- To provide higher education that is exceptional, accessible, diverse, and innovative that empowers students to achieve personal, academic, and career services.
- Be the educational resource that enables students to fulfill their educational, professional, and personal goals.
Commitment to diversity and an equal learning environment for all students

Appendix B
Brainstorming – Vision

IDEAS	THEMES	VOTES
The awesome, enviable, world-class college of choice	First choice	14
Leading edge		
The path to the top		
Premier	First choice	
Your solution to the problem		1
To provide today's diverse students with a sustainable environment and the technological tools necessary to succeed in tomorrow's ever-changing universe	Green/sustainable Technology	1
Green sustainability	Green/sustainable	4
Start and continue education		
Innovation technology	Technology	
Family living wage		
Transfer to BA/BS college of choice		3
Green	Green/sustainable	2
Journey		
State of the art	Technology	1
Ever-changing		1
Premiere	First choice	
Excellence	First choice	
Interconnected global society	Local/global	2

IDEAS	THEMES	VOTES
Increase access		2
Marketable skills		9
Sustainability		10
Responsive and proactive	Proactive	7
Visionary in technological innovation	Technology	15
World class education at a local price	First choice Local/global	28
Be at the forefront of innovation in a global society	Technology Local/global	2
Be proactive, progressive, and dynamic	Proactive	21
Universal access		
First choice in higher education	First choice	14
Teaching, learning, and personal enrichment experiences		2
Premier institution for learning opportunities and career education in Orange County	First choice	11
Students, faculty, and staff experience success – ensuring future success		5
Developing potential as ethical leaders and contributing members of society and communities		1
Local with a global vision	Local/global	27
Renowned transfer rates		10
Cutting edge technology	Technology	3
Efficient, environmentally friendly campus	Green/sustainable	6
#1 in best colleges	First choice	2

IDEAS	THEMES	VOTES
Perfect accreditation		9
Provide employees to meet the need of businesses		3
Meeting students' needs through distance education		5
Inspiring surroundings		5
Cutting edge technology	Technology	7
The first choice	First choice	20
No unmet goals		
Find yourself		
Synergy		