

# Vision & Mission Statements Feedback Survey Results

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FALL 2021

# Survey Overview

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- Draft vision & mission statements were drafted by the CPIE Office from the responses from discussion during Spring 2021 Annual Planning Forum.
- Survey ran from August 9<sup>th</sup> to August 20<sup>th</sup>
- 169 survey responses
- 7 questions in total

# Draft Vision Statements

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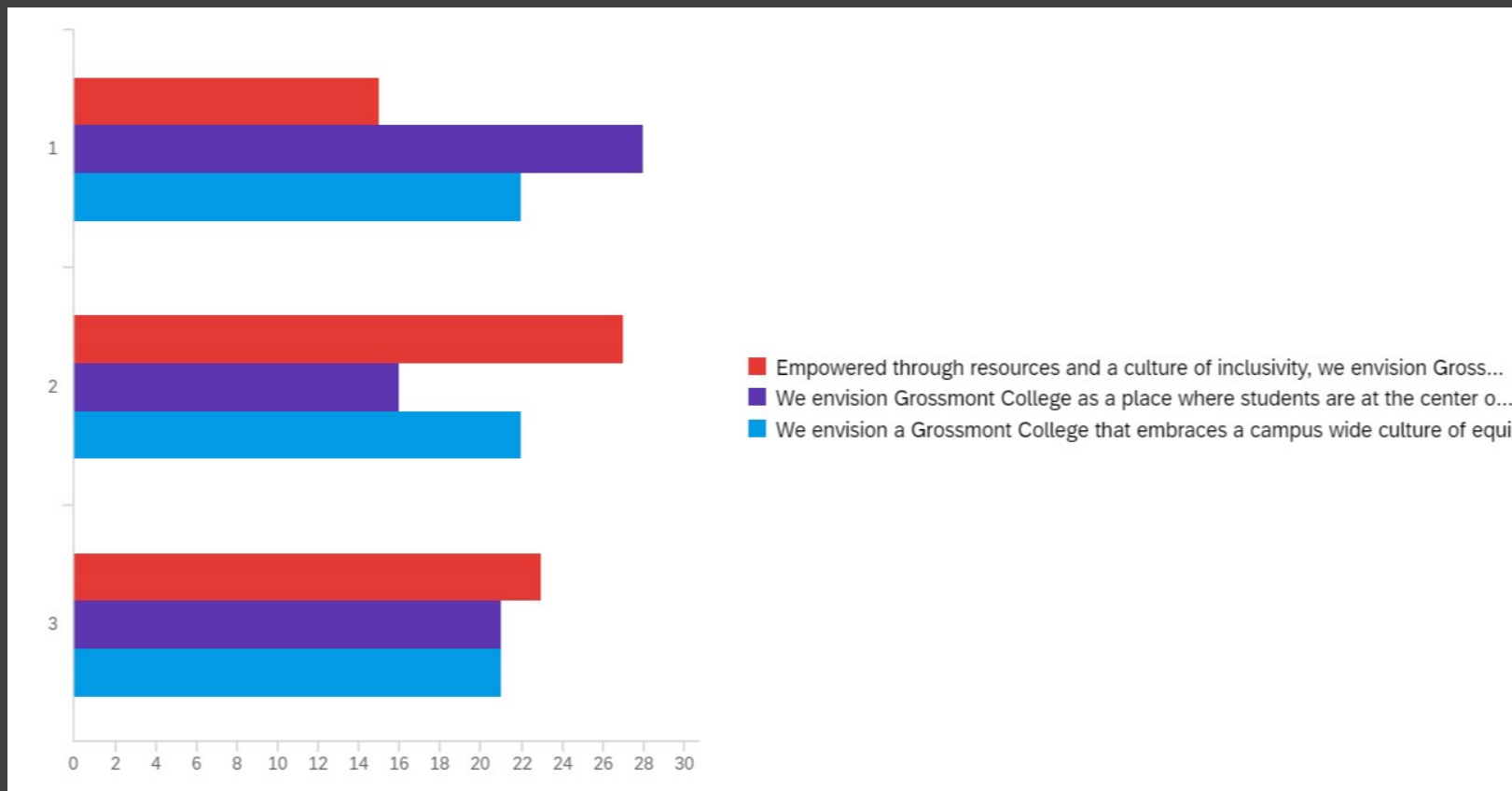
Empowered through resources and a culture of inclusivity, we envision Grossmont College to be a community that is radically student-centered, able to quickly adapt to ever-changing student needs, and where we firmly believe that all students can accomplish their goals.

We envision Grossmont College as a place where students are at the center of our work; where we see that all students have the potential for success; where anti-racism, equity, and a culture of inclusivity thrive; and where we develop the ability of our students and ourselves to be responsive and agile in the 21st century.

We envision a Grossmont College that embraces a campus wide culture of equity and inclusion and operates using a student-centered approach in an effort to help our students reach their goal, and is responsive to our community's needs.

# Feedback on Vision Statement Draft

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**Mean Scores**  
#1 Purple: 1.89  
#2 Blue: 1.98  
#3 Red: 2.12

Total responses: 65

# Draft Vision Statements

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Empowered through resources and a culture of inclusivity, we envision Grossmont College to be a community that is radically student-centered, able to quickly adapt to ever-changing student needs, and where we firmly believe that all students can accomplish their goals.

**We envision Grossmont College as a place where students are at the center of our work; where we see that all students have the potential for success; where anti-racism, equity, and a culture of inclusivity thrive; and where we develop the ability of our students and ourselves to be responsive and agile in the 21st century.**

We envision a Grossmont College that embraces a campus wide culture of equity and inclusion and operates using a student-centered approach in an effort to help our students reach their goal, and is responsive to our community's needs.

# What did you like about your #1 choice?

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83 total responses

## Tone (7)

Least political (1)  
No combative terms (1)  
Professional (1)  
Soft-spoken & welcoming (1)  
Less Awkward (1)  
Stronger Statement (1)  
Positivity (1)

## Structure (29)

Clear/Conversational  
Language (11)  
Short (18)

## Style (6)

Engaging (1)  
Goal Focused/Action-  
Oriented (2)  
Detailed/Specific (2)  
Straightforward (1)

## Impression (12)

Authentic (1)  
Realistic (1)  
Forward Thinking (1)  
Ownership (1)  
Core values (5)  
Intentional (1)  
Balanced (1)  
Profound (1)

# What did you like about your #1 choice?

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## **Specific Terms (79)**

Resources (2)

Empowered (2)

Equity/DEI (8)

Culture of Inclusivity (3)

Student-Centered (16)

Antiracism (10)

Radically student centered (4)

Radical Bad (6)

Quickly adapt/Responsive (8)

21st century (6)

Don't like "responsive & agile in 21st century" (1)

Community Needs (3)

All Students Can/Potential to Succeed (4)

Don't like we envision (2)

Like We Envision (1)

Development/Improving Ourselves (2)

Students & Us working together (1)

# What did you like about your #1 choice?

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## 2 Suggestions

- I wish the "21st century" and "reach their goal" statements were combined.
- I do like the radically student-centered statement in 2, and if that could be added in 1, it would be stronger.

## 3 Want to keep the current vision statement

## 1 had technical difficulties

## 6 miscellaneous comments

- Should be student centered regardless of race.
- We Envision....#1
- #3 seems best, as it does not leave out "anti-sexism" which is rampant and Venn diagram overlaps with "anti-racism."
- I think its a collective action by all of us
- Understanding culture and being aware of it will help us understand students conflicts
- All the elements needed are expressed well.



# What did you like about your #1 choice?

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## 9 negative comments

- Hard to choose - they all tie for 3rd
- Nothing - radically is too hot a word, even if what follows is student-centered. Repetitive and in your face - pandering to activists
- I can not support any of these as a vision for the college as they oppose student success.
- I didn't choose any of these. None of these would be considered SHORT statements. Vision statements should be easy to remember.
- I don't like any in particular. They're all too long for a vision statement. I think we should identify salient themes and develop a shorter and more comprehensive statement.
- They are too long.
- All are too wordy.
- "...I really dislike statement #3: "radically" student-centered seems overreaching and really, not necessary. Student-centered is student-centered. And do we quickly adapt? And what does that even mean?..."
- "...whereas the last statement, which I ranked #3, is very generic and seems to feel like empty rhetoric..."

# Top Vision Statement Feedback

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Short (18)

Student-centered (16)

Clear & Conversational Language (11)

Antiracism (10)

*We envision Grossmont College as a place where **students are at the center of our work**; where we see that all students have the potential for success; where **anti-racism**, equity, and a culture of inclusivity thrive; and where we develop the ability of our students and ourselves to be responsive and agile in the 21st century.*

# New Proposed Vision Statement Drafts

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1. Centered on student support and success, Grossmont College embraces a campus-wide culture of equity and inclusion. We go above and beyond to support each student in the pursuit of their goals and to be responsive to community needs.
2. Big Enough to Serve, Small Enough to Care
3. Empowered through resources, and a culture of collective inclusivity, we envision Grossmont College to be: an innovative, student-centered, anti-racist, and equitable learning community known for its support of students, life-long educational experience, and improving society.
4. We envision Grossmont College as a place where a culture of anti-racism and inclusivity acknowledges that all students have the potential for success and can achieve their goals.
5. Grossmont College embraces all students, believes that culture and inclusivity empowers students, faculty and staff in achieving student needs to enrich the future of our communities.

# New Proposed Vision Statement Drafts

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6. WE envision the Grossmont College campus as a culture of diversity, equity and inclusion, using a student-centered approach that not only helps our students reach their goals but is responsive to the changing needs our community.
7. Grossmont College: Inclusive, Empowering, Responsive
8. [I'll just re-work #1] We envision Grossmont College to be an empowered, inclusive, and radically-student centered community, able to quickly adapt to changing student needs; we firmly believe ALL students can achieve their goals.
9. Grossmont College has proved to be student centered in all aspects of its operations, focused on increasing the success of those who are DI with continued support from all and ensure when our students graduate they are employable with our Work Based learning classes.
10. We envision Grossmont College as a place with students at the heart of the work that we do. In being responsive their ever-changing and diverse needs, we will take an anti-racist and equity-minded approach. We envision Grossmont as a place that serves the needs of the larger community as well as helping every student reach their educational goals.

# New Proposed Vision Statement Drafts

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11. Grossmont College is radically student-centered and committed to student excellence, equity, and fluidity to meet the needs of our communities.
12. At Grossmont College, we are here for you. Our purpose is to provide all students with the skills and education they need in order to enrich their lives and create a bright and promising future, by fostering a supportive community of equity and inclusivity.
13. We envision Grossmont College as an institution where we are radically student-centered; where we see that all students have the potential for success; where anti-racism, equity, and a culture of inclusivity thrive; and where we develop the ability of our students and ourselves to be responsive and agile in the 21st century.
14. Grossmont College is a place where students are at the center of our work; where students can succeed and reach their goals; where anti-racism, equity, and inclusivity thrive; where everyone on this campus is responsive and agile to change and innovation in the 21st century.
15. Griffins soar through equity, inclusion, and empowerment at Grossmont College.

# New Proposed Vision Statement Drafts

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16. Grossmont College embraces a campus wide culture of equity and inclusion with a student-centered approach so they can accomplish their goals.
17. We envision Grossmont College as a student-centered institution, where all students have the ability to succeed; where anti-racism, equity, and inclusivity thrive; and where we foster the ability of our students and ourselves to be responsive to change.
18. To promote a thriving community as a premier learning institution and cultural center where student success exemplifies the strength of diversity, innovation, accessibility, and lifelong education.
19. We envision Grossmont College as a student-centered place where all students have access to quality resources and supportive faculty and staff who firmly believe that all students have the potential to reach their goals.
20. We envision Grossmont College as a place where students are at the center of our work; where equity and inclusion is ingrained in our culture; and where we help our students reach their goals and meet our community's needs.

# New Proposed Vision Statement Edits/Comments

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5 preferred our current vision statement: Transforming Lives Through Education

## Edits/Comments:

- I like the whole idea about the above statement, and would like to see that **hiring committees** also pay close attention to this important. when they hire.
- Number 1 needs a **grammatical revision**. (remove the first and. replace it with a comma. remove campus wide as it is redundant.) "We envision a Grossmont College that embraces a culture of equity and inclusion, is student-centered, and responsive to the needs of the community.
- Somewhere include **technology**. How Grossmont College teaches students necessary skills to thrive and in an ever changing technology driven society.
- Why wasn't this portion sent out for ideas prior to this? Wouldn't that have been simpler?
- You could take statement #1 and add **anti-racism**: We envision a GC that embraces a campus-wide culture of equity, inclusion, and anti-racism...

# Draft Mission Statement

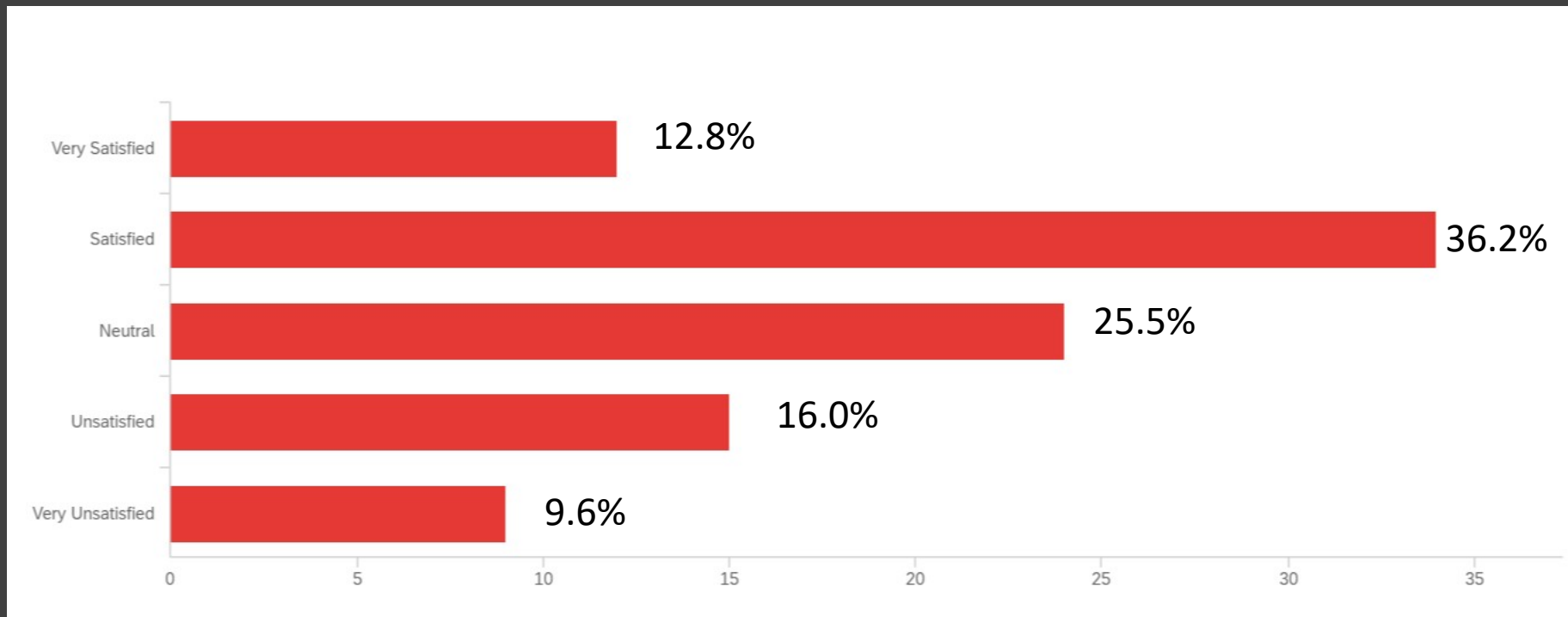
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*Grossmont College serves the diverse population of our surrounding community and beyond by providing clear and accessible pathways to our academic programs and services, with the ultimate goal of achieving equity and social justice in education. We work collaboratively to cultivate an inclusive student centered learning environment where all students receive tailored, data-informed support needed to achieve their educational goals and thrive in their respective fields. We hold ourselves accountable through our implementation, assessment, and evaluation of student service and learning outcomes, as well as data-driven planning and decision-making processes. Grossmont College offers Associate Degrees, Associate Degrees for transfer, certificate programs, transfer, career education and workforce development, and exploration of academic and career options to foster social and economic mobility for our students and the many communities we serve.*



# Overall Satisfaction with Draft Mission Statement

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Total Responses: 94

# Ratings for Each Part of the Draft Mission Statement

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Grossmont College serves the diverse population of our surrounding community and beyond by providing clear and accessible pathways to our academic programs and services, with the ultimate goal of achieving equity and social justice in education.

76.16/100  
Total responses: 81

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We work collaboratively to cultivate an inclusive student centered learning environment where all students receive tailored, data-informed support needed to achieve their educational goals and thrive in their respective fields.

70.82/100  
Total responses: 82

# Ratings for Each Part of the Draft Mission Statement

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*We hold ourselves accountable through our implementation, assessment, and evaluation of student service and learning outcomes, as well as data-driven planning and decision-making processes.*

70.00/100  
Total responses: 80

*Grossmont College offers Associate Degrees, Associate Degrees for transfer, certificate programs, transfer, career education and workforce development, and exploration of academic and career options to foster social and economic mobility for our students and the many communities we serve.*

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80.64/100  
Total responses: 81

# What do you or don't you like about the draft mission statement above?

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## *72 total responses*

- Student-Centered (1)
- Grammar (1)
- Antiracism (2)
- Like it (4)
- Last sentence (6)
- Missing from previous mission statement
  - Academic excellence (1)
  - Lifelong learning (3)

- Accountability (3)

*“I didn't rate the last two as high as the first two because I feel that sometimes I am not visible, heard or considered when contributing to the 'accountability'. Marching orders given. Tasks executed. This is fine and I will do it that way, but can't really say I have 'ownership' of the success of the initiatives and policies introduced/implemented.”*

# What do you or don't you like about the draft mission statement above?

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## Clear (3)

*"I like how it is clear on **what a student will be able to earn or what goals they will be able to meet at Grossmont...**"*

*"Phrasing unclear. What is meant by "we hold ourselves accountable" and "we work collaboratively"? To whom and with whom, respectively? Also, I question what the ultimate goal is. The way it's written shows the ultimate goal of having a certain type of education but not about students achieving their educational goals."*

*"...The first part states we provide pathways to our programs not pathways to student success. It suggests the path ends at the beginning of the program"*

## Responsibility (2)

*"Students need to be held to standards that are centered on their effort. Concentration on focusing on differences are widening the gaps of achievement. Students are being actively encouraged to disrespect authority, especially if the race of the person in authority doesn't match their own. These statements only further this negative behavior."*

*"could include that every individual is responsible"*

# What do you or don't you like about the draft mission statement above?

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## Most Common Themes

- Too wordy (17)
- Not representative (15)
- Data driven (13: 12 negative, 1 positive)
- Social justice (10: 9 negative, 1 positive)
- Buzz word/Activist/Political Jargon (10)

# What do you or don't you like about the draft mission statement above?

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## Not representative (15)

*"I think this mission statement is great, but a mission statement is only as good as its implementation. GC isn't at this level."*

*"The beginning of the mission statement, we do not have clear pathways yet. We do not work collaboratively and create tailored support currently. We do not hold ourselves accountable. I feel a mission statement needs to be true of the work of the college. The first three are not happening at the level that we can honestly and confidently tell our community."*

## Data Driven (13)

*"The words "DATA DRIVEN" or "DATA-INFORMED" How can you serve a tailored plan to a student by using DATA. How does DATA tell you anything about their home life, their community or the social problems they could be facing, IT CAN'T. Where was the community in writing this "Mission" it reads like you used as many big word as possible, 74+ 6 letter words, its not welcoming and those words you do use are exclusive to others who read it."*

*"data-informed and data-driven... seems impersonal, focused on numbers rather than people"*

# What do you or don't you like about the draft mission statement above?

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## Social Justice (10)

*"what does social justice have to do with education"*

*"Although I highly value equity and social justice, I do not believe this should be the ultimate goal of our college. The ultimate goal should be the current and future success of our students. We should be teaching our students life skills and employment skills that will perpetually increase their quality of life."*

*"...I think a similar thing is true for the phrase "social justice" - it's what we do but it's not the way we describe ourselves..."*

*"I don't like the words "social justice" as it sounds political and might be a turn off to many students. The language in the 3rd paragraph sounds more like a statement for administrators rather than for students because it uses language that is common to educators but not common to the general public. But it's okay."*



# What do you or don't you like about the draft mission statement above?

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## **Buzz word/Activist/Political Jargon (10)**

*Woke word salad that most people will not read.*

*Activist language is never a good thing to have in an inclusive campus, it marginalizes groups. Choose a better word than foster.*

*It seems that we've thrown in current BUZZ words "equity" and "social justice" here and called them our ULTIMATE GOALS. Those are important parts of our mission but the way it is written and placed at the forefront makes it seem that those goals supersede all the ones about degrees, education, transferability, workforce development at the end.*

*Some of the language is faculty-centered but not student-centered. Will students and prospective students know what we mean by "data-driven planning" or "data-informed support" ? It doesn't seem written for a student audience. But I like the other lines a lot! It does feel comprehensive but that language should be less technical I think.*

# New Proposed Mission Statement Drafts

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1. Grossmont college collaboratively serves a diverse population to cultivate a student-centered environment and tailored, data informed support to help students achieve their goals. We emphasize a data-driven planning and decision-making process to hold ourselves accountable to the students in our implementation, assessment, and evaluations of student learning outcomes. To foster social and economic mobility, Grossmont College offers Associate Degrees, certificate programs, associate degrees for transfer, career education, transfer, and workforce development.
2. We believe in the power of higher education to transform lives and generate social justice. As such, Grossmont College serves the diverse population of East County and beyond with support that is tailored to the needs of each student. We hold ourselves accountable through continual assessment of our service and learning outcomes, as well as by adhering to planning and decision-making processes that are driven by both data and heart. We strive to give our students greater social and economic mobility, and in so doing, we help move humanity toward a stronger, more cohesive and cooperative community and world.

# New Proposed Mission Statement Drafts

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3. Grossmont College proudly serves the diverse population of our surrounding community and beyond by providing accessible pathways to our programs and services and striving to achieve equity and social justice in education. We work collaboratively to cultivate an inclusive learning environment where all students receive tailored support needed to achieve their educational goals and thrive in their respective fields. Our implementation, assessment, and evaluation of student service and learning outcomes informs our data-driven planning and decision-making processes. Grossmont College offers Associate Degrees; Associate Degrees for transfer; certificate programs; transfer, career education and workforce development; and exploration of academic and career options to foster social and economic mobility for our students and the larger community we serve. (The last sentence still feels really repetitive with the word transfer mentioned so many times and it contained some incorrect punctuation assuming that transfer, career education and workforce development was supposed to all go together.)

# New Proposed Mission Statement

## Draft Edits/Comments

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- For instance: Edit statement #2 "We collaborate to provide students the information and support they need to achieve their education goals and thrive."
- We need to explain what we mean by care
- Small tweak to the first sentence: ...with the ultimate goal of helping students reach their educational goal while eradicating disparities in achievement due to race, class, gender, age, disability or any other status.
- There are programs here at GC that they select students to get it to the program. There is a chance that equity mindset gets out of the picture when they are so selective.

# To sum up...

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1. Survey respondents preferred the vision statement that references 21<sup>st</sup> century.
2. Indicated they preferred a vision statement that is short, student-centered, uses clear & conversational language, with a mention of antiracism.
3. 49% were satisfied or very satisfied with the proposed mission statement.
4. The biggest critiques of the proposed mission statement were that it was too long, not representative, and people did not like the inclusion of data-driven, social justice, and “buzz words”