

# 2018 Mission Statement Review

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## Summary Results Report

February 2019



## BACKGROUND

This summary report provides an overview of the results from SJVC's Mission Statement Review Survey. Employees and students were asked to respond to multiple items regarding their thoughts and opinions towards SJVC's Mission Statement. The student survey received 271 responses while the employee survey received 305 responses. 70% of the employee respondents were full-time employees. SJVC's Mission Statement is provided below:

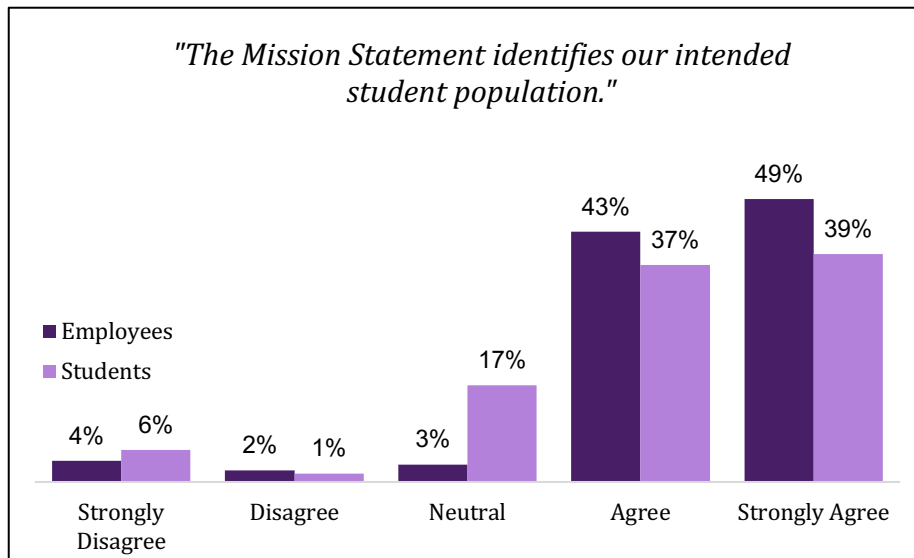
"San Joaquin Valley College prepares graduates for professional success by offering Baccalaureate and Associate of Science Degrees and Certificates of Completion in business, medical and technical career fields. The College serves a diverse student population with a common interest in professional development through career-focused higher education. The College is committed to student development through the achievement of measurable learning outcomes, emphasizing a balance of hands-on training and academic instruction. The College identifies and responds to the educational and employment needs of the communities it serves. The College is committed to the success of every student."

## KEY FINDINGS

### Section One

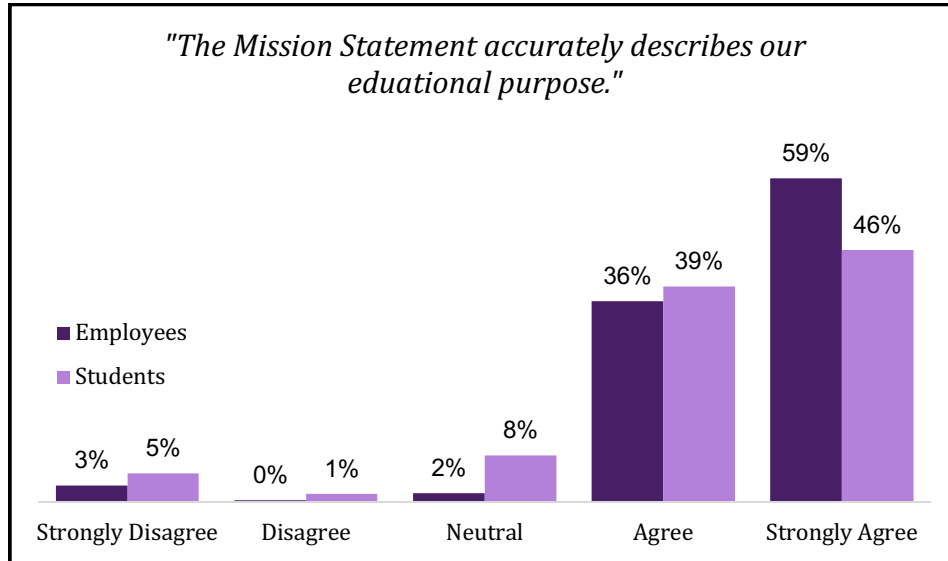
In the first section of the survey, participants were shown SJVC's Mission Statement and were then asked to identify how strongly they agreed or disagreed with a series of five statements that followed. Results of these items are presented in the figures below.

**Item One: "The Mission Statement identifies our intended student population."** 92% of employee respondents and 76% of student respondents agree or strongly agree that the Mission Statement identifies our intended student population.



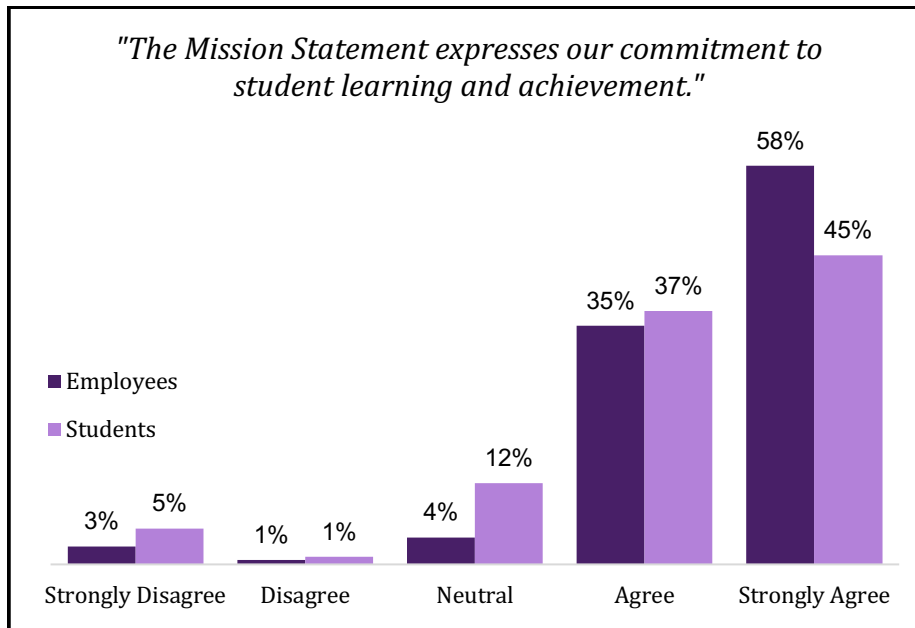
**Item Two: "The Mission Statement accurately describes our educational purpose."**

95% of employee respondents and 85% of student respondents agree or strongly agree that the Mission Statement accurately describes our educational purpose.



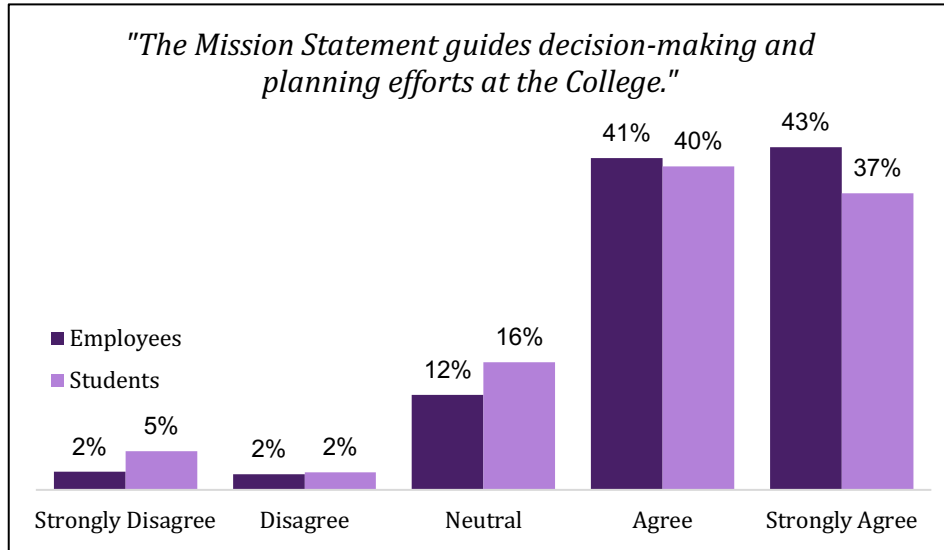
**Item Three: "The Mission Statement expresses our commitment to student learning and achievement."**

93% of employee respondents and 82% of student respondents agree or strongly agree that the Mission Statement expresses our commitment to student learning and achievement.



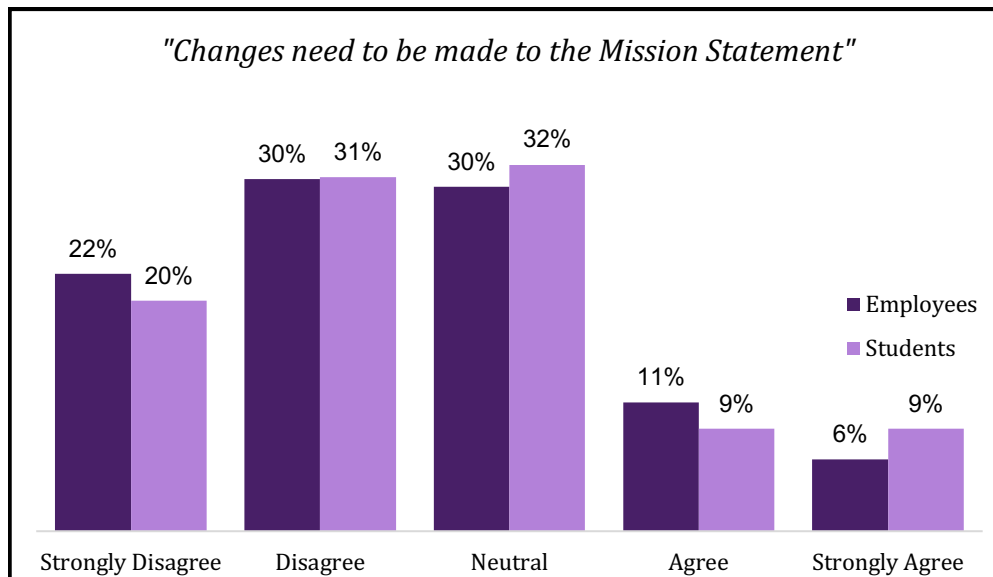
**Item Four: "The Mission Statement guides decision-making and planning efforts at the college."**

84% of employee respondents and 77% of student respondents agree or strongly agree that the Mission Statement guides decision-making and planning efforts at the College.



**Item Five: "Changes need to be made to the Mission Statement."**

52% of employee respondents and 51% of student respondents disagree or strongly disagree that changes need to be made to the Mission Statement. Approximately 30% of respondents from each group remained neutral toward this statement.



## **Section Two**

If a respondent identified that a change needed to be made to the Mission Statement, they were given the opportunity to provide comments in an open-ended format about what needed to be changed.

This section of the survey received a much higher response rate from employees, and they were much more thorough and specific feedback. Comments were coded and grouped into themes. The two most common themes are provided below.

### **Theme One: Length**

The vast majority of employee respondents provided comments regarding the length of the Mission Statement. The general consensus is that the Mission Statement is too long and difficult to remember. Employees are in search of a powerful mission statement that is accurate, powerful, and easy to retrieve from their memory.

Examples:

"Mission statements should be simple and easily understood. This statement is too long and wordy. Most people would not be able to memorize this statement." [A1]

"My biggest takeaway with the mission statement is that it is just so long. I think something more brief would be stronger...having worked here [X] years I cannot recite our mission statement and that feels like a weakness." [A6]

"The mission statement is redundant. The first two sentences should be combined or one eliminated altogether. The mission statement should be concise and to the point." [A7]

"Simplify the mission statement. Shorten it. Express the mission in clear, direct diction that states that all-encompassing, prime mission limited to three prongs." [A4]

### **Theme Two: Lack of Inspiration**

Respondents also provided comments that identified a lack of inspiration from the Mission Statement. Respondents made it clear that this version of the Mission Statement does not connect with them on a personal level.

Examples:

". . .I've not spoken with a single staff member or student that connects to it on a personal level. If it doesn't hit home for the people that are in the school, I can't imagine it has much impact on stakeholders outside the school, like employers." [B2]

"This version is really weak and completely uninspiring." [B3]

"I feel the Mission Statement, while accurate, is too wordy. It is long on information but short on inspiration." [C7]