

The Mission Statement Development Process

April 21, 2014

1. The Mission Review Team and Wes Sims (author of Core Values) examined feedback from college groups and committees, the online survey, and a group of approximately eighty high school counselors.
2. We discussed the internal and external audiences.
3. We reviewed more community college mission statements.
4. We developed the following criteria for the mission statement:
 - easily understood (identify with and buy in, ownership)
 - meaningful
 - authentic
 - no educational jargon
 - no corporate/advertising jargon
 - measurable
 - short but information rich
5. We followed ACCJC Standard I.A (proposed language), which requires the following components be described:
 - broad educational purposes
 - degrees and credentials (certificates in our case) offered
 - intended student population
 - commitment to student success

Draft for review and feedback:

Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain degrees and certificates, workplace skills, and preparation for transfer. Our challenging and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their local and global communities.