



## *HLC Accreditation Evidence*

Mission Statement Review Report – Presented to the Board of Trustees on July 27, 2021

URL:

Office of Origin: Institutional Effectiveness

Contact(s):

- Director of Institutional Effectiveness



# Strategic Planning

# Mission Statement Review Report

Question	Mean	vs. 2018
The extent to which I feel my job is relevant to this institution's mission	4.519	+ .088
The extent to which student needs are central to what we do	4.413	+ .154
The extent to which my supervisor/chair expresses confidence in my work	4.413	+ .079
The extent to which the actions of this institution reflect its mission	4.351	+ .163
The extent to which administrative leadership is focused on meeting student needs	4.343	+ .232
The extent to which this institution prepares students for a career	4.335	+ .128
The extent to which this institution prepares students for further learning	4.326	+ .061
The extent to which I am given the opportunity to be creative in my work	4.322	+ .127
The extent to which students receive an excellent education at this institution	4.318	+ .135
The extent to which professional development and training opportunities are available	4.283	+ .308

Question	2020	2018	P <
Professional development & training opportunities are available	4.283	4.007	+ 0.308
Positive work expectations are communicated to me	4.203	3.968	+ 0.246
Administrative leadership is focused on meeting the needs of students	4.343	4.141	+ 0.232
My primary work team uses problem-solving techniques	4.227	4.024	+ 0.221
The actions of this institution reflect its mission	4.351	4.188	+ 0.218

**The Good  
News**

**PACE  
Employee  
Survey**

- It conveys our academic and vocational intentions.
- It adequately identifies who it intends to serve.
- It guides planning, decision making, & college operations.
- It demonstrates a commitment to the public good.
- It has no competing interpretations.
- The review process is suited to the college.

**What is  
good  
about  
our  
mission?**

**(Stakeholder  
Survey Results)**

WHY DOES BARTON EXIST?	
Access to Education	38
Support Student Goals	36
Employment (mentions future; planning; adult life)	18
Enrich Lives	15
Educated Society	12

WHAT DO YOU LIKE BEST ABOUT BARTON?	
Environment/Family/People	26
Student focused	10
Innovation	7
Service	3

# Student Brand Survey

*\*from Public Relations*

## Top 10 Words Used

### Face-to-Face

1. Class/School/Student
2. Barton/College
3. Great/Good
4. Help
5. Love
6. Time
7. Experience
8. Campus
9. Thank
10. Teacher

### Online

1. Class/Online/Course
2. Barton/College/School
3. Great
4. More
5. Time
6. Student
7. Work
8. Help
9. Experience
10. Program

**Ruffalo-  
Noel  
Levitz  
Student  
Survey**

- **6240** Words Written Online
- **4743** Words Written Face-to-face
- **10983** Words Written by Students

**Mission/Mission Statement Mentions?**

**0**

Closest Matches

- Admissions 1, Transmission 1

**The Bad  
News**

**Student  
Mission  
Mentions?**



1. Mission	13	11. Understood	3
2. Statement	6	12. Campus	3
3. Barton	5	13. Through	3
4. Believe	5	14. Comment	3
5. Part	4	15. Ends	3
6. Employee	4	16. Core	3
7. Students	4	17. Values	3
8. Priority	4	18. New	3
9. Faculty	4	19. Programs	3
10. More	4	20. Commonly	2

# Stakeholder Survey

## Top 20 Words

## Evidence of Understanding

- I feel that the mission statement is very lengthy. Maybe even too long and cluttered.
- I feel it is too “wordy” to be clear. It is very long and not something that is easily remembered. I can only remember parts of it.
- The length of the statement, created by multiple tacked-on phrases, makes the statement's meaning difficult.
- Its more like a laundry list than a mission.
- The Mission statement is too long. When reading through it, it is difficult to easily comprehend. It seems the same thing could be said more succinctly.

**What's  
Wrong?**

*“It's  
clear,  
but it's a  
little  
wordy.”*



**Mission statement revision options were discussed during our mission workshop at the 2021 Executive Leadership Retreat in late June.**



**A clear framework was determined and will be fine-tuned by the committee for presentation at the August Meeting or Study Session.**

## **Actions Taken**

**Mission Statement Review Workshop & Survey**

Questions or Comments?

