

11-11-09 Educational Master Plan Committee

3 elements of an effective mission statement (according to Radtke):

Purpose – what are the opportunities or needs that exist to address?

Business – what are we doing to address these needs?

Values – what principles or beliefs guide our work

Analysis of current Mission Statement:

Building on its tradition of excellence, De Anza College *provides a learning environment* that **challenges students of every background: to develop their intellect, character, and abilities**, to achieve their educational goals, and to serve their community in a diverse and changing world.

Underlined text: Purpose

Bolded text: Values

Italicized text: Business

Additional observations:

- Aligns well with the district mission statement, but seems to imitate the district mission too much
- It's nice and short, but almost too short
- Combines the purpose and values fairly well
- Neglects the business/service that we provide

Possible Mission Statement that combines the current statement with language from the 2005 Pathways statement:

De Anza College is committed to challenging students of every background to develop their intellect, character, and abilities, to achieve their educational goals, and to serve their community in a diverse and changing world. To accomplish this, De Anza College provides a quality teaching and learning environment, and sound educational programs and services that are accessible and responsive to the needs and interests of our community.

2005 Pathways to Excellence Mission Statement:

Mission (really a statement of purpose and values)

Building on its tradition of excellence, De Anza College challenges students of every background

- to develop their intellect, character, and abilities,
- to achieve their educational goals,
- to serve the community in a diverse and changing world,

Purpose (really a statement of our core business/service)

To accomplish its mission, De Anza College provides

- a quality teaching and learning environment and
- sound educational programs and services, accessible and responsive to the needs and interests of our community.

Outcomes (interesting SLO friendly language that also reflects purpose/values)

- De Anza College fulfills its mission by fostering successful students who become
- knowledgeable and self-directed members of the workplace,
- appreciative of the aesthetic expressions of humankind,
- vital participants in the diverse cultures of our community,
- informed and active citizens of the world, and
- lifelong learners.