

De Anza College Office of Institutional Research and Planning

To: Brian Murphy, President

From: Mallory Newell, De Anza Researcher

Date: 9/4/2013

Subject: ACCJC Recommendation I: Institutional Mission and Effectiveness

Recommendation 1

To meet the Standard, the team recommends that the college mission statement clearly identify the intended student population for whom the college will provide programs and services (Standards 1.A, 1A.1).

ACCJC Standard I: Institutional Mission and Effectiveness

A. The institution has a statement of mission that defines the institution's broad educational purposes, its intended student population, and its commitment to achieving student learning.

A.1 The institution establishes student learning programs and services aligned with its purposes, its character, and its student population.

Preliminary Review of Mission Statements of 112 Community Colleges

Based upon Recommendation 1 from ACCJC, the mission statements of the 112 California Community Colleges were reviewed to determine how many colleges clearly identify the intended student population for whom they will provide programs and services.

In February 2012, a preliminary review of the 112 community colleges was conducted which categorized mission statements that even subtly identified the student population they serve as those who clearly identify their student population. This resulted in 53% of community colleges clearly identifying the student population served (http://www.deanza.edu/ir/deanza-research-projects/Mission%20Statements_112%20Colleges.pdf).

A more comprehensive analysis was conducted in September 2013 that categorized colleges who use some level of detail to define the student population they serve as those who clearly identify their student population. This resulted in 17% of colleges clearly defining the student population they serve (Table 1).

Updated Review of Mission Statements of 112 Community Colleges

The comprehensive analysis conducted in September 2013 shows:

- 17% of the colleges clearly identify the intended student population they serve; common phrases include: Our service area, San Fernando Valley, Silicon Valley and Students from all backgrounds, ages, goals, abilities and ethnicities.

- 83% did not clearly identify the intended student population they serve; common phrases in this category include: All students, Diverse students, a Diverse community of learners, and World's diverse communities.

Review of Mission Statements of 14 Colleges Reaffirmed in June & January 2013

The mission statements of the 14 colleges within the Western region of ACCJC reaffirmed in 2013 were reviewed to determine how many colleges clearly identify the intended student population for whom they will provide programs and services (Table 2).

The findings show:

- 36% of the colleges clearly identify the intended student population they serve; common phrases include: Diverse desert community, All segments of our Hawaiian Island community, and Native Hawaiians.
- 64% did not clearly identify the intended student population they serve; common phrases in this category include: All students, Community, and Socially and ethnically diverse students.

Table 1. Mission Statements of all 112 Community Colleges

Identify the student population they serve	Total	Percent
Our specific region/service area/district	13	12%
Students of all interests, backgrounds, ages, goals, abilities, ethnicities and learning styles	6	5%
Subtotal	19	17%
Do not identify the student population they serve		
Students	28	25%
Diverse community	19	17%
Community	16	14%
Diverse students/diverse backgrounds/every background	15	13%
Students and our community	8	7%
Local and global populations	4	4%
No student population described	3	3%
Subtotal	93	83%
Total	112	100%

Table 2. Mission Statements of Community Colleges Reaffirmed in 2013

Identify the student population they serve	Total	Percent
Our specific region/service area/district	5	36%
Subtotal	5	36%
Do not identify the student population they serve		
Students	3	21%
Vocational students	2	14%
Community	1	7%
Diverse students	1	7%
Diverse community	1	7%
Students and our community	1	7%
Subtotal	9	64%
Total	14	100%