

Strategic Planning Workshop

Friday November 8, 2019

Originating at: Lake Havasu Campus Room #508

(Action Items are in **bold** print)

- I. Call to Order (Dr. Julie Bare, President)
- II. Roll Call (Amy Curley, Executive Assistant)
- III. Strategic Planning (Bare)
 - A. Strategic Planning Process Overview
 - B. Mission, Vision, Values Review
- IV. Adjournment (Bare)



OVERVIEW OF THE CAMPUSWORKS STRATEGIC PLANNING PROCESS

CampusWorks' Strategic Planning breaks the mold of typical "top-down" approaches by engaging and aligning your institution's internal and external stakeholders every step of the way to create a shared vision of the future. Our inclusive approach ensures that all voices are heard and integrated into the development of strategies, objectives, and values, resulting in a strategic plan that has community-wide buy in and support. CampusWorks believes strongly in building a strategic plan that "fits in your pocket" to create focus and discipline, channeling the College's resources and attention on the priorities that will make a difference for students and the communities that rely on your institution.

CampusWorks' Strategic Planning Process

CampusWorks' strategic planning process is an inclusive, transparent approach that is tailored to your institution's unique culture and needs. By engaging your entire community and giving them a voice in the process, we develop more than a strategic plan, we create a shared vision for the future in which everyone is invested.

1. Educational Workshops

The launching of educational workshops helps open minds to the broader higher education environment and stimulate creative thinking. Part of these workshops including creating a student experience statement that guides the entire strategic planning process. Putting students first remains a priority of the strategic planning process.

2. SWOT Analysis

The SWOT analysis engages faculty, staff, students, and community partners to gain a comprehensive understanding of the institution's strengths, weaknesses, opportunities, and threats (SWOT).

3. Future Summit

This half-day event educates internal and external audiences about future trends that are specific to Mohave Community College, as identified in the SWOT Analysis. Board members, faculty, staff, students, and community members come together to develop impact statements that will feed development of the College's strategic priorities

4. Scanning & Planning

The College will synthesize impact statements from the Future Summit and develop a list of topics for further research. The College conducts research to assess factors within the college's control as well as external forces that present opportunities or threats.

5. Mission, Vision, and Values Workshops

Leveraging the information and trends that have emerged, CampusWorks' facilitators will help your team review and refresh your institution's mission. Once drafted, the mission and vision will go through an iterative process with the Board of Trustees, leadership, and constituents. CampusWorks will also work with employees to identify institutional values that will help drive the execution of the strategies detailed in the strategic plan.

6. Community Focus Groups

Once the draft mission, vision, and strategies are complete, the CampusWorks team will re-engage your community members to provide input, and, most importantly, stay knowledgeable of the institution's direction and their symbiotic role in it.



**Mohave Community College
Board of Governors
Mission and Vision Statement Workshop**

Workshop Objectives

- Discuss the role of the Board in setting the mission and vision of the College
- Determine whether the current mission and vision should be revised.
- Review employee feedback provided on the mission and vision.
- Start discussion about potential revisions on the mission and vision statement.

Questions to be Answered by the Mission and Vision Statement Workshop

- Should the mission and vision be revised?
- How closely does the mission and vision align with the criteria for strong mission and vision statements?
- Are there opportunities to incorporate the thoughts of faculty and staff into revisions to the mission and vision?

Mission Statement

Mohave Community College's Current Mission Statement

The mission of Mohave Community College is to be a learning-centered institution, serving all constituencies, inspiring excellence through innovation and empowering students to succeed.

Criteria for a Strong Mission Statement

- The College's reason for being
- Explained in simple, concise terms and is memorable
- Remains unchanged for long periods of time
- Mission statement should reflect the distinctive strengths of the College

Initial Employee Feedback on Mission to Stimulate Discussion

- The mission statement seems to be too broad. Staff shared that there are concerns about how the mission statement can be focused to ensure that MCC is not "all things to all people."
- Consider replacing "constituencies" with "our communities" to create a more relational and connected feeling to the external community.
- Consider replacing "excellence" with "purpose." This relates to helping students find and connect to their purpose.

- Relate student success to the mission of the College. The College has been undergoing initiatives to remove barriers and create supports to ensure students are successful; is there an opportunity to represent this in the mission statement.

Vision Statement

Mohave Community College's Current Vision Statement

Mohave Community College is recognized as the center of educational, cultural and civic activities by the communities it serves.

Criteria for a Strong Vision Statement

- A vision statement is aspirational: what do you want to do?
- Should be future-oriented and ambitious
- Motivate and drive everyone within the College toward action
- Serve as a filter for all other decisions in the College

Initial Employee Feedback on Vision to Stimulate Discussion

- Could be more motivational and aspirational
- Consider addressing student success in the vision as well
- Consider taking a more outward-facing focus; it is currently written to imply Mohave is the “center of gravity” for the community
- Consider addressing how the vision can be linked to a professional workforce

Mission, Goals, Values & Vision Statement

Mission

The mission of Mohave Community College is to be a learning-centered institution, serving all constituencies, inspiring excellence through innovation and empowering students to succeed.

Goals

Mohave Community College strives to provide high quality, affordable and accessible higher education to all who seek it.

Educational: Mohave Community College supports an academic learning-centered community through implementation of quality teaching initiatives, professional development, integration of learning technology, development of partnerships, delivery of effective student support services, and by providing accurate information and advising.

Cultural: Become a conduit between businesses, organizations, foundations and the arts to strengthen understanding of the world through education.

Civic: Promote active citizenship within the college community

Resources: Provide resources needed to achieve the mission and vision

Values Statement

Building a Better Tomorrow through Learning: Learning is the core of the Mohave Community College mission. We acknowledge the importance of continuous learning to ensure the best possible future for everyone.

Accountability for the Future: The decisions made today affect individuals in the future. At Mohave Community College, we accept responsibility for our actions and decisions. We hold ourselves accountable to our students, our communities, and to the generations who come after us. MCC decisions will be designed to fulfill our vision for the future, aiming to achieve reliable, long-term improvements over short-term expediency.

Integrity: We remain committed to our values. Our decisions are consistently and courageously made in alignment with our convictions. We consciously foster an

atmosphere of openness and trust, making data-driven decisions that are balanced by a cultivated sense of compassion.

Responsiveness: We take pride in flexibly responding to our changing environment, promptly providing programs that are needed by our students and communities.

Quality: We aim for excellence in all that we do while embracing the concept of efficiency.

Providing a Supportive Environment: Mohave Community College is committed to student success. We show respect to all and work to overcome barriers to honesty, trust and sincerity. We take pride in providing friendly service to our students and communities.

Having Fun: We embrace the concept of having fun and finding joy in our work and services.

These values govern our actions and our interactions with the members of our communities. This statement represents what we value most about the service provided by MCC.

Vision Statement

Mohave Community College is recognized as the center of educational, cultural and civic activities by the communities it serves.