



Reviewing and Updating the College Mission Statement



What is a Mission Statement?

- What our institution does
- Why we do it
- Who we do it for





College Mission vs. Mission Statement

▪ College Mission

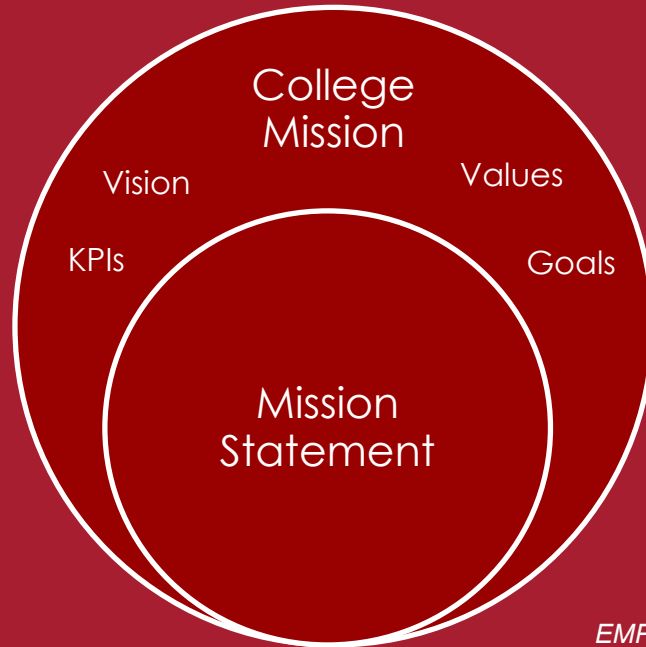
- Defines educational commitment
- Drives institutional priorities
- Guides institutional decision-making
- Assessed for effectiveness
- Not limited to mission statement

▪ Mission Statement

- Brief statement
- Why institution exists
- Can be measured
- Periodic review
- Updated as necessary



College Mission vs. Mission Statement



EMP=Educational Master Plan
KPIs=Key Performance Indicators



Why do we review the Mission?

- Ensures accurate reflection of evolving:
 - Student populations served
 - Student needs/goals
 - College priorities
 - Learning outcomes



Mission Statement Review Timeline

Part of the 7-year planning cycle involves a regular review of the college mission statement



December 2022

- Form Mission Statement Subcommittee Review*
- ❖ FH mission statement
- ❖ Mission Review practices
- Gather** feedback about current mission statement



January 2023

- Review**
- ❖ Mission statement feedback
- ❖ Student data trends
- Frame** mission statement parameters



February 2023

- Revise** mission statement
- Solicit** campus feedback



March 2023

- Revise** mission statement
- Approve** mission statement



April 2023

- Submit** mission statement for Board approval



- Initiate** Communications Plan for revised mission statement
- Begin** Educational Master Plan update process





Evaluating the Mission Statement

- Does the statement reflect:
 - What we do?
 - What we are trying to achieve?
 - What values/principles guide our work?



<https://www.surveymonkey.com/r/FHMissionStatement>