

Foothill College Vision Taskforce Background Information

What is a Mission Statement?

A Mission statement:

- Defines the present state or purpose of an organization;
- Answers three questions about why an organization exists - **WHAT** it does; **WHO** it does it for; and **HOW** it does what it does.
- Is written succinctly in the form of a sentence or two, but for a shorter timeframe (one to three years) than a Vision statement; and,
- Is something that all employees should be able to articulate upon request.

<http://www.psychologytoday.com/blog/smartwork/201004/vision-and-mission-whats-the-difference-and-why-does-it-matter>

A Vision Statement: Defines the optimal desired future state - the mental picture - of what an organization wants to achieve over time; Provides guidance and inspiration as to what an organization is focused on achieving in five, ten, or more years;

<http://www.psychologytoday.com/blog/smartwork/201004/vision-and-mission-whats-the-difference-and-why-does-it-matter>

Examples

Arkansas State University aspires to be an academic leader recognized for innovation and quality in teaching and learning, international standing in strategic research areas, and commitment to outreach and service to the Delta and beyond.

http://www.angelo.edu/services/strategy/sample_statements.php

McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.

<http://www.jiscinfonet.ac.uk/infokits/mission-vision-values/vision-statement/>

Foothill College Mission and Vision Statements

Mission

Foothill College offers educational excellence to diverse students seeking transfer, career preparation and enhancement, and basic skills mastery. We are committed to innovation, ongoing improvement, accessibility and serving our community.

Vision

Foothill College envisions itself as a community of scholars where a diverse population of students, faculty and staff intersect and are engaged in the search for truth and meaning. We recognize that by necessity this search must be informed by a multiplicity of disciplinary modes of inquiry. In order to ensure that every student has the opportunity to share in this vision, Foothill College commits itself to providing students with the necessary student support services, outstanding instruction, and opportunities for leadership both within and outside the classroom. By enacting this vision, the college ensures that it remains the distinctive and innovative institution it has been since its inception.

Foothill College educates students from diverse backgrounds that represent the demographics of the Bay Area, with particular attention to underserved and underrepresented populations. Foothill students master content and skills ~~that~~ which are critical for their future success. They develop and act upon a sense of responsibility to be stewards of the public good.