

# Sonoma County Junior College District 2022-27 Strategic Planning Town Hall Mission, Vision, Value Statements

FEBRUARY 25, 2022

# February 25 Agenda

Call to Order and Welcome

Icebreaker

Recap of Feb 11<sup>th</sup> Town Hall

Developing Mission, Vision, and Value Statements

**BREAK**

Small-Group Conversations – Mission Statement

**BREAK**

Small Group Conversations – Vision Statement

**BREAK**

Small Group Conversations – Value Statement(s)

Small Group Reporting Out

Final Words & Adjournment

# Welcome

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Dr. Jeremy Smotherman and Julie Thompson



# Purpose of Strategic Planning Townhalls

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Provide all community stakeholders an opportunity to influence the strategic plan and future direction of Santa Rosa Junior College District.

Establish and affirm a shared mission vision and values among all constituent groups.

Provide a structure for the effective utilization and allocation of campus resources.

Establish district level objectives and goals that guide operational and tactical plans.

Guide for establishing annual goals and priorities.

# Responsibility of Strategic Planning Town Hall Communication Norms

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Actively engage in respectful conversations and dialogue about the District.

Bring a perspective on who the college serves and how the college should fulfill its mission.

Open to new perspectives and ideas.

Be an advocate for actions efforts related to diversity, equity, and inclusion.

Be Considerate, Kind, Caring, and Empathic.

Provide Concise Statements and Thoughts (no more than 2 minutes).

Use “I” Statements When Conveying an Opinion.

Be Open to the Truths and Opinions of Others.

# Strategic Planning Town Hall Participation

All members of the District community are welcome to participate.

County of Sonoma community members are welcome to participate.

Attendees will be required to pre-register to attend meeting.

Attendees will be asked to complete End of Meeting Survey/Reflections.

Data collected from survey/reflections will be used to develop final recommended change to strategic planning outcomes (e.g., mission, objectives, key performance indicators).



# Recap of February 11 Town Hall: Kickoff

# SRJC Strategic Plan Guiding Principles (scaffolding)

Additional definitions:

Goals: a specific targets (measurable)

Objectives: a general direction.

## **Innovation:**

The creation and implementation of new programs, resources, policies, and/or services to the college.

## **Growth:**

Expanding on current programs and expanding the utilization of resources to achieve objectives/goals of the college.

## **Stability:**

Maintaining consistent standards of quality, resource allocation. Stability is used to limit or prevent negative influences (external or internal) on goals/outcomes.

## **Intervention:**

Changing the course of a program, policy, activity, or area to improve college outcomes.



# February 11 Small-Group Conversations Recap

## **What did the environmental scan tell you about SRJC?**

SRJC has vast and amazing services for our community.

Sonoma has experienced movement in and out of our county, there are a lot of people that aren't familiar with SRJC.

## **What was missing from the environmental scan?**

The scan did not have data on disproportionately impacted students/groups.

The scan did not identify specific areas of growth.

# February 11 Small-Group Conversations Recap

**Do you have a clear understanding of each element of strategic planning? If not, which element needs further clarification?**

Attendees of the Feb. 11 town hall meeting wanted to know if we are on track and how we measure success at SRJC. Attendees also wanted to know if the strategic plan aligns with community college requirements and the role of community colleges

**Do you have any concerns or questions about our strategic planning process?**

Continually make concerted efforts to center and include student voices, and also ensuring to center equity in the process, to remove the barriers and gaps on the most disproportionately impacted students

# February 11 Small-Group Conversations General Statements and Takeaways

## **General Attendee Statements**

Higher paying jobs are not being filled, so community is not being served in turn.

Having student understand importance of higher education and support their passion

First plan may have been over ambitious, would be better to have a more general guide.

## **General Breakout Session Takeaways**

There was reflection on the 2014-19 Strategic Plan.

Our current goals are not written in a way that are measurable or actionable.

Current Strategic plan: seems overwhelming, too much text.

We need to define how terms are used within the strategic plan.

# The Strategic Planning Process Answers the Following Questions:

What is the mission of SRJC?

What is the vision of SRJC

What does SRJC value?

How will SRJC measure its strategic progress?

Who does SRJC serve?

What goals does SRJC have for the next five years?

What objectives does SRJC have for the next five years?



# Mission, Vision, and Value Statements

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# Mission Statement

The mission statement is the foundation of strategic planning. Everything contained in the strategic plan must be aligned with the mission

The mission statement should explain why the institution exists and what its operations are intended to achieve.

## Our Mission

Santa Rosa Junior College

passionately cultivates learning  
through the creative, intellectual,  
physical, social, emotional,  
aesthetic and ethical development  
of our diverse community.

- We focus on student learning by preparing students for transfer; by providing responsive career and technical education; and by improving students' foundational skills.
- We provide a comprehensive range of student development programs and services that support student success and enrich student lives.
- We support the economic vitality, social equity and environmental stewardship of our region.
- We promote personal and professional growth and cultivate joy at work and in lifelong learning.
- We foster critical and reflective civic engagement and thoughtful participation in diverse local and global communities.
- We regularly assess, self-reflect, adapt, and continuously improve.

## Guiding Questions for Developing a Mission Statement

Is the mission statement easy to remember?

Should the mission statement be geared only towards those who attend?

Should the mission statement be used to attract those in our community?

# Mission Statement Structure

The mission statement is simply a purpose statement. It explains in one or two sentences what the institution seeks to accomplish, why it exists, and what ultimate result should be expected. Language in the mission statement is usually expressed using verbs in the infinitive (to increase, to improve, etc.) and also should identify any problems or conditions that will be changed.

## Primary Questions:

What do we produce?

Who do serve?

Why do we serve those populations?

How do we serve those populations?

## Inclusion Questions:

Who benefits from our mission?

Who is left out of our mission?



# Vision Statement

The vision statement provides support and context for the mission statement.

The vision statement is an institution's clear description of what it intends to *become* within a certain timeframe

The vision statement defines the institution's strategic position in the future and the specific elements of that position with relationship to the mission statement



SANTA ROSA  
JUNIOR COLLEGE

## Our Vision

*Santa Rosa Junior College aspires to be an inclusive, diverse and sustainable learning community that engages the whole person.*



## Guiding Questions for Developing a Vision Statement

Is the vision statement obtainable?

Does the vision statement look towards the future?

# Vision Statement Structure

The vision statement is the institution's destination for the length of the strategic plan. Vision statements contain the specific characteristics or features that will define the organization in its future state. The vision statement is used to motivate and inspire and is understood to be achievable.

## Primary Question:

What type of institution does Santa Rosa Junior College want to be over the next 5-years?

## Inclusion Questions:

How does Santa Rosa Junior College want to be viewed in regards it campus diversity, equity, and inclusion?

# Value Statement Structure

## We value *Diversity* that includes:

- Equal access for all students
- Multi-ethnic global perspectives and cultural competencies
- Employees who reflect the communities we serve
- Honesty and integrity in an environment of collegiality and mutual respect

The vision statement is the institution's destination for the length of the strategic plan. Vision statements contain the specific characteristics or features that will define the organization in its future state. The vision statement is used to motivate and inspire and is understood to be achievable.

## Our Values

### We value *Learning* that includes:

- Excellent and innovative instruction and support services
- A learning- and learner-centered environment
- A welcoming physical environment
- A caring and supportive attitude among faculty and staff
- Access to programs and courses that lead to transfer and/or gainful employment

### We value *Academic Excellence* that includes:

- Academic freedom balanced with academic responsibility, integrity and ethical behavior
- Effective and transparent communication with information being shared in a timely fashion
- Collaboration in continuous quality improvement of SRJC's programs and services

### We value *Sustainability* that includes:

- The teaching of sustainability principles and concepts
- Research on sustainable development projects/ issues
- Incorporating ecological values and practices in the District's operations
- Support and promotion of sustainability efforts in our community
- Fiscal solvency and stability

### We value *Community* that includes:

- Community partnerships and advocacy for workforce and economic development
- Cultural enrichment opportunities
- Lifelong learning

### We value *Beauty* that includes:

- Well-maintained and aesthetically pleasing facilities and grounds
- Holistic wellness
- Joy in learning and work

### We value *Compassion* that includes:

- Helping students develop a vision for their lives
- Civic engagement opportunities that contribute to real world problem solving
- Empathy to identify the challenges and address the needs of others
- Collaborative leadership

### We value *Innovation* that includes:

- Creativity, openness and risk taking
- Multiple perspectives
- Response to demographic, global, and technological changes

# Guiding Questions for Developing a Value Statement

Does the value statement connect with our mission and vision?

Does the value statement show meaning to those outside of SRJC?



# Value Statement

The value statement provides support and context for the mission statement.

The value statement explains what the institution stands for and the way in which it intends to conduct its activities.

## Primary Question:

What does Santa Rosa Junior College value as it relates to our identity?

## Inclusion Questions:

How do our values support diversity, equity, and inclusion?

## Breakout Room Activities

### **Mission Statement (45 minutes)**

3-4 sentences that state the mission of SRJC

### **Vision Statement (30 minutes)**

3-4 sentences that states the vision of SRJC

### **Values (30 minutes)**

1 sentence that states what SRJC values of SRJC  
(groups can create multiple 1 sentence value statements)

# Thank you for attending!!!

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The next Town Hall is on March 11.

The Town Hall topic is Strategic Plan Structure.

Please visit our Strategic Planning web page to access recording of prior town hall meetings, strategic planning resources, and comment survey:

<https://strategic-planning.santarosa.edu/>