

MISSION REVIEW WORKSHEET

Office of Planning, Research, and Effectiveness

February 18, 2013

Step 1 – Review the characteristics of a good mission statement with the participants.

Every organization has a mission, a core purpose that gives the reason why the organization exists. A good mission statement is a clear, concise explanation of why RRCC exists and what the college hopes to achieve in the future.

It should be relevant and “speak” to current students, faculty, and staff. It should also be free from jargon and technical terms. With a focus on core purpose, a good mission statement distinguishes RRCC from other organizations and expresses what is unique about our college.

A good mission statement includes the viewpoints of individuals within RRCC and those in the larger environment concerning our purpose and the work we actually do. However, this does not mean each person needs to know everything about what others consider the RRCC mission to be. Essentially, the RRCC mission is a collection of personal missions. The process of matching individual and organizational missions is what makes the difference between a high performing college and one that is just getting by.

The RRCC mission builds on our core values. Our current set of core values, reviewed and developed in 2012, include the following.

- Integrity
- Collaboration
- Learning
- Inclusiveness
- Communication

Based on these core values, we will proceed to review our current mission statement. As you follow these steps, the person facilitating the group should ask someone to record the proceedings. The recording can be done with just a pen and paper, or use flip charts or post-its, or any other technique you find amenable. What is important is that you record the identity of the group (e.g. faculty, clerical support staff, advisory council, etc.), the data expressed at each step, and send a brief record of the proceedings to Tim Griffin, East 1010, Lakewood Campus, Tim.Griffin@RRCC.edu.

Call me at 303.914.6516 or email me for questions.

Step 2 – Review the current mission statement

Our mission is to create a passion for learning through our dedication to students, our commitment to excellence and our own love of learning

Ask participants if they like anything about the current mission statement. Are there any words they would like to keep? List the words. Then ask them to discuss the current mission statement in terms of the following questions.

1. Does the mission statement clearly and concisely state what we do, our basic purpose, and for whom we do this?
2. Does the mission statement clearly and concisely state how RRCC uniquely does this?

During the discussion, ask participants to clarify specific phrases or words. For example, *whose* “passion for learning” is addressed by the current mission statement? What do we mean by “dedication to students?” How do we evidence our “commitment to excellence” and “love of learning?” Since the mission statement drives both the vision (how we accomplish our purpose) and the strategic directions we set, it is important to be very clear.

Example 1 - Big Brothers/Big Sisters of America

The mission of Big Brothers/Big Sisters of America is to make a positive difference in the lives of children and youth, primarily through a professionally-supported, one-to-one relationship with a caring adult, and to assist them in achieving their highest potential as they grow to become confident, competent, and caring individuals by providing committed volunteers, national leadership, and standards of excellence.

- ✓ *Purpose and for whom we do this:* To make a positive difference in the lives of children and youth so they will achieve their highest potential.
- ✓ *How we do this:* Provide and support committed volunteers who have one-to-one relationships with children and youth.
- ✓ *How this expresses our values:* Promote growth of confident, competent, and caring individuals through leadership and standards of excellence.

Example 2 - National Conference of Christians and Jews

The National Conference is a human relations organization dedicated to fighting bias, bigotry, and racism in America. The National Conference promotes understanding and respect among all races, religions, and cultures through advocacy, conflict resolution, and education.

- ✓ *Purpose and for whom we do this:* To fight bias, bigotry, and racism in America.
- ✓ *How we do this:* Through advocacy, conflict resolution, and education.
- ✓ *How this expresses our values:* Understanding and respect among all races, religions, and cultures.

Step 3 – Define the new mission statement

After discussing the old mission statement, give participants between five and ten minutes to write their own mission statement for RRCC according to the following criteria for a good mission statement.

1. What does RRCC do - the basic purpose of the college?

2. For whom does RRCC do this?

3. What is distinctive or unique about RRCC?

4. How does the RRCC core purpose express our values as a college?

Ask each participant to write out their full mission statement and share it with the group. Record each mission statement. The group may then go on to develop its own composite mission statement that it feels best expresses the shared features of the individual mission statements. Of course, if individuals or the group likes the current mission statement, either in whole or in part, they can express that they feel the old mission statement should be kept if they feel that it has all the essential characteristics of a good mission statement. This should be clearly expressed in the recorded proceedings.

During the group discussions, the facilitator can stimulate discussion about what is the same and what is different about the mission statements presented. The recorder can help the facilitator by writing these down and giving feedback to the group. The facilitator can also help clarify differences by asking probing questions, such as:

- What value do we give to students and the community?
- How does this make us distinctive or unique?
- What is RRCC particularly good at doing?
- In which areas could RRCC improve?
- How does RRCC contribute to the communities we serve?

The results of these group efforts will be posted on the Planning, Research, and Effectiveness Web Page. The body of contributions will undergo discussion from the college community during the spring and summer. During the fall 2013 community in-gathering, we will review the contributions made from the college community and define a new mission statement for RRCC.

Review the current mission statement

Our mission is to create a passion for learning through our dedication to students, our commitment to excellence and our own love of learning

1. Do you like anything about the current mission statement? Are there any words or phrases you would like to keep? Please list them.

2. Does the mission statement clearly and concisely state what we do, our basic purpose, and for whom we do this?

3. Does the mission statement clearly and concisely state how RRCC uniquely does this?

Define the new mission statement

After reviewing the old mission statement, please take between five and ten minutes to write your own mission statement for RRCC according to the following criteria for a good mission statement.

1. What does RRCC do - the basic purpose of the college?

2. For whom does RRCC do this?

3. What is distinctive or unique about RRCC?

4. How does the RRCC core purpose express our values as a college?

Write the new mission statement
