

Bergen Community College

Vision/Mission Statements Review & Revision

Notes from the Team Meeting of 6/26/15, the Town Hall Meeting of 7/14/15, 7/21/15, 8/4/15, 8/5/15, 8/26/15 & 8/27/15

Defining Roles of BCC & Community Colleges:	Rating
Teach usable skills needed for job acquisition & retention	★★★★★★
Universal design for access & learning success	★★★★
Futuristic (proactive)	★★
Serving entire local, diverse community constituents	★★★★★★★
Prepare citizens of the community and country	★★★
Student Success/Graduation-Transfer to 4 year schools-collaboration/Degree Completion Successful Transfer ★	★★★★★★★ ★★★★★★★
Student-Centric	★★★★
Independent Learners	★★
Pioneer new teaching & learning, technology for standard & new programs...labs & classes	★★★★★★★
Innovation in Teaching	★★★
Innovation and Research/Leader in Technology	★★★
Listen to the needs and wants of the community and respond to the community through forums and assessments	★★★
Affordable Education	★★★★★★★ ★★
Open Access Education	★★★★★ ★★
Provide opportunities without challenges	★
Academic Excellence	★★★★★★★
Excellence in Teaching	★★★★★★★ ★★★★★
Help the people of Bergen County/Serve a Diverse Community/Meet needs of local community and employers/BCC should have a presence in the community/Work with the County to promote the College	★★★★★★
Promote Civic Mindedness/Social Interactions	★★
Promote Student Leadership opportunities	
Improve Quality of Life/Transform Lives/Personal Growth/Develop a Value System	★★★★
Economic Development	
Community Engagement/Community Resource	★★★★

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Connect to the community - Serve as the Center for all to come together	
Educational Hub	
Cultural Hub - Enrichment/Engagement	★★
Create and promote Life-long Learning	★★★★★★
Workforce Initiative/Workforce Development and Training	★★★★★★★
Career Focused	★
Provide students with learning environments to identify Educational Goals	★★★★★
To help student find their strengths, purpose and achieve education/individual attention	★★
Present a friendly and helpful atmosphere	
Showcase Student Achievements	
Empower/Enrich/Encourage/Educate Students	★
To provide what the first 2 years of a 4 year institute offers	
Serve as a model community college	★
Develop Faculty and Staff...Core structure/foundation needs to be in place	★★
Become one institution, regardless of campus location, Department /job title	

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Characteristics of GOOD Vision/Mission Statements	Characteristics of BAD Vision/Mission Statements
• Brevity ★★★	• Vague/not cohesive
• Clear/Concise ★★★★★★★★★★ ★★★★★★★★★★★★★★★★★★★★	• Not concise
• Short/Simple ★	• Too much detail/too long/wordy
• Comprehensive ★★★	• Generic
• Jargon-free ★★	• Jargon-catch phrase lingo
• Inspirational, Motivating, Hopeful, Encouraging ★★★★★★★★	• Limited
• Deliver a Positive message	•
• Genuine/Authentic ★★★★★★★★	• Uninspired
• Inclusive/Inviting/Connection ★★★★★	• Different voices
• Needs to communicate the Core of what we do/what we stand for/point of existence/clarify student objectives ★★★ ★★★★ ★★★★★	
• Future/Students & Community grow with the College ★	
• Leave you with an Image, Vision - the “Big Picture”	
• Broad with Substance ★	• Too Broad
• Impactful/Bold ★★	
• Honest ★★★★★★★★★★	• Dishonest
• Meaningful ★★★★★★★★★★ Explain Purpose ★	• Marketing - trendy, campy, slogan sounding
• “Big Idea” Conveying	
• Attainable/Achievable/Relatable ★★★★★	
• Measurable/Live the Mission ★★	
• Timely ★★	
• Repeatable/Memorable ★★★★★★★★	
• Engage Citizens ★	
• Stakeholder sector focused ★★	