

Miami Dade College

Mission, Vision, and Value Statements

College Employee Survey Results (N=740)

Introduction:

The Strategic Plan Coordinating Committee (SPCC) prepared a survey to gather thoughts and ideas from College employees about the College’s proposed Mission, Vision and Value Statement revisions. An email invitation was sent by the College president and a subsequent reminder was sent by the Associate Provost for Institutional Effectiveness during January 2010. The committee received 740 responses to the survey (approximately 13% response rate). Results are presented below and will be used by the SPCC to finalize the recommended Mission, Vision and Value Statements for the [MDC Strategic Plan 2010-2015](#).

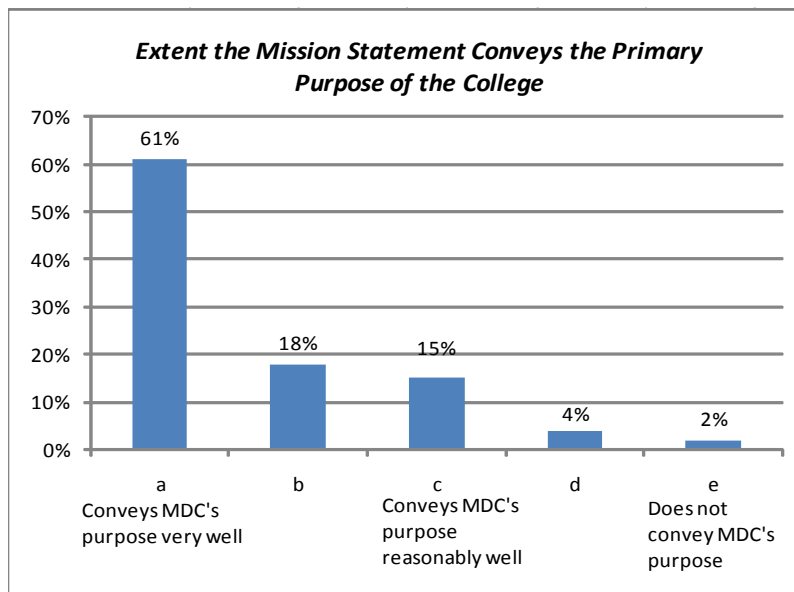
Section One: The proposed new Mission of Miami Dade College

Miami Dade College is democracy's college, changing lives through the opportunity of education.

The College provides access to high quality teaching and learning experiences that meet the needs of our diverse students, preparing them to be successful global citizens and lifelong learners.

Miami Dade College embraces its responsibility to the community, and serves as an economic, cultural, and civic beacon.

To what extent does this mission statement convey the primary purpose of the college (our "reason for being")?



Results were reviewed by employee classification. While all groups were very positive about the proposed mission statement, administrators were most positive (84% chose 'a' or 'b') and faculty least positive (76% chose 'a' or 'b'). There were no discernable differences in positive ratings based on full/part time employee status or years employed at the College.

MDC employees were also asked to comment on the proposed mission statement.

Two major themes emerged from the 201 written comments on the proposed new Mission Statement:

- Dislike for the specific phrase "democracy's college" (33% of comments)
- Praise for the new Mission Statement (31%)

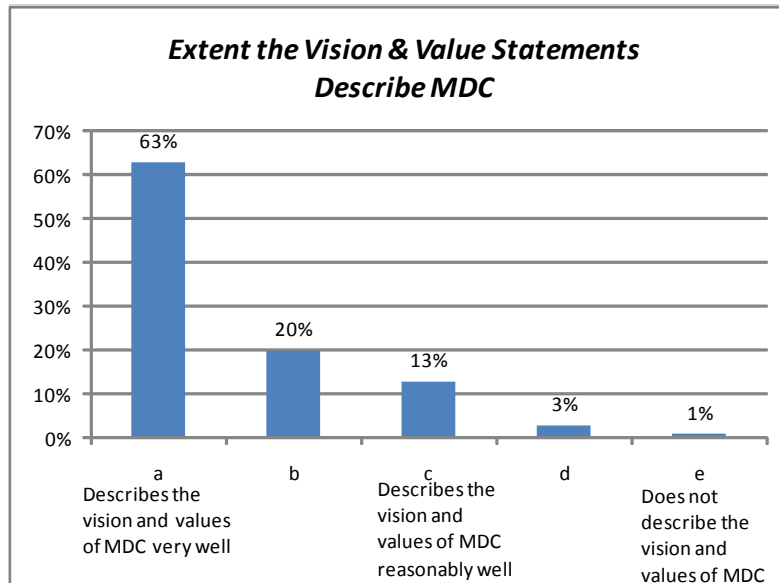
Respondents who disliked the phrase "democracy's college" found it unclear, confusing, too political or pretentious, and they had numerous suggestions for rewording the lead-in statement. Almost an equal number liked the new Mission Statement; thought it was well done, understandable, and reflected MDC's purpose. An additional 13% of respondents suggested additions to the new Mission Statement. The most consistent suggestion was to include "affordable" and "accessible," concepts that were in the prior Mission Statement.

Section #2: The proposed new Vision and Values of Miami Dade College.

Miami Dade College is committed to being a college of excellence, renowned for its vision and values:

- **Exceptional learning environment** in which students are challenged and empowered through innovation and state-of-the-art technologies, teaching excellence and student support initiatives, preparing each student with the knowledge, skills and values to succeed in a changing and dynamic world.
- **Culture of evidence** which is characterized by the commitment of faculty, staff and students to accountability for learning excellence via the achievement of measurable learning outcomes, innovative assessment modalities, and data-driven adaptability in serving students.
- **Exceptional work environment** that makes MDC the "employer of choice" for an exceptional workforce that is engaged in and accountable for the quality of MDC's learning environment, and benefits from excellent support, growth opportunities and competitive compensation program.
- **Quality community partnerships** that serve as the foundation for the development of relevant workforce, cultural and civic programs, and create a pervasive understanding throughout the greater Miami community of the essential importance of education.
- **Commitment to cultural and academic initiatives** that promote the advancement and appreciation of the arts in all forms, contributing to the richness of our multicultural community.
- **Sustainability practices** that distinguish Miami Dade College as a leading innovator in educating our students as contributors to a healthy planet, and as an institution that fully recognizes its responsibility to preserve the natural environment.
- **Resource development, operational efficiencies and state-of-the-art technology** that ensure effective support for the College's long-term efforts to provide an innovative and exemplary learning environment.
- **Global reach and awareness** that enriches the curriculum and provides a truly global perspective to students. Collaborations with international educational institutions bring international students and scholars to MDC and provide overseas study opportunities.

To what extent do the vision and value statements describe what MDC strives to be and how we would like the college to be viewed by our community and peers?



Responses were reviewed by employee classification. Administrators, again, gave the Vision and Value statements the highest positive rating (90% chose 'a' or 'b') and staff gave the lowest positive rating (80% chose 'a' or 'b'). Full-time employees were slightly more positive about the statements (84% chose 'a' or 'b' compared to 80%). Employees with 6 or more years of service were slightly more positive about the statements (84-88% chose 'a' or 'b' depending on range of years employed compared to 80% for employees with less than 6 years of service).

MDC employees were also asked to comment on the proposed Vision and Values statements.

The most cohesive theme that emerged from the 203 comments about the Vision and Values statements was approval (33%). Respondents thought the statements were well thought out, very descriptive of the college's values, and an improvement over the old vision and values statements.

Comments on specific statements were provided by 28% of respondents. Six percent commented on "exceptional learning environment," with the most consistent comment being a need to improve technology. Another 7% commented on "culture of evidence," with most suggesting specific wording changes. "Exceptional work environment" brought suggestions by 5% of respondents on how to make it so. The remaining statements received no more than 5 comments each.

Finally, 8% of respondents wrote lengthy comments on grammar and rewording of the entire Vision and Values statements. These additional comments will be available for the SPCC to review and use accordingly.

Prepared by J. Bashford, 2/8/2010