SACS Comprehensive Standard 3.1.1

3.1.1 - Mission

The mission statement is current and comprehensive, accurately guides the institution’s operations, is periodically reviewed and updated, is approved by the governing board, and is communicated to the institution’s constituencies.

Judgment of Compliance

☑ In Compliance

Statement of Rationale for Judgment of Compliance

Chipola College’s Statement of Mission and Purpose (shown below) expresses the college’s commitment to meeting the postsecondary educational needs of the citizens of the college’s district. The Statement of Mission and Purpose is unique to Chipola and is clear and comprehensive enough to set the course for the institution and guide decisions at all levels.

The statement is reviewed annually by the Planning and Accountability Committee, which may recommend revisions. The Governance Council, a 16-member council elected by students, faculty, staff, and administrators, leads the revision efforts. The Council seeks input from all constituent groups, approves the final wording of the revision, and forwards it to the President with a recommendation for approval. The District Board of Trustees annually reviews the statement and officially adopts each revision ([1]; [2]).

The current format of the Statement of Mission and Purpose was adopted in the late 1990s after the Governance Council conducted Community Listening Sessions in the college’s five district counties. Since that time Listening Sessions have also been conducted on campus with feedback from both external and internal constituent groups. This review process led to the commitment to adopt a statement which clearly describes “who we are,” “what we do,” and “what we hope to achieve”. This commitment resulted in the inclusion of Success Factors and Goals in each official publication.

The Statement of Mission and Purpose appears on the college website ([4]) and in numerous college documents, including, but not limited to, the college catalog ([3]), student handbook/planner ([6]), and annual planning document ([5]).

Following is Chipola College’s Expanded Statement of Mission and Purpose:
Chipola College Statement of Mission and Purpose

Motto
“A Higher Degree of Success”

Vision
Chipola College promotes learning and student achievement through excellence, opportunity, diversity, and progress.

Mission
Chipola is a comprehensive public college whose mission is to provide accessible, affordable, quality educational opportunities to the residents of Calhoun, Holmes, Jackson, Liberty and Washington counties and to all others who choose to attend. The college creates a student-oriented atmosphere of educational excellence and maintains an intellectual environment which inspires the full development of each individual’s goals, abilities, and interests. Because there is no substitute for quality instruction, the college empowers faculty members to establish and achieve the highest possible standards. The college also promotes a strong working relationship with communities, businesses, state agencies, and other educational institutions.

Chipola provides the following:

- Educational programs which include general and pre-professional classes leading to the Associate in Arts degree for transfer into baccalaureate degree programs;
- Selected baccalaureate degree programs which produce educated and capable professionals;
- Workforce Development programs leading to Associate in Science degrees, Associate in Applied Science degrees, and Certificates of Training to prepare students for careers;
- Continuing Education programs related to professional and personal development; and
- A broad range of enrollment and student services and instructional and administrative support to facilitate student success.

Success Factors and Institutional Goals

Chipola has adopted the following success factors and institutional goals:

Success Factor 1: Quality Educational Programs

**Institutional Goal 1:** Provide quality instruction in academic, workforce development, and continuing education programs, including sufficient instructional support to meet the needs of students.

Success Factor 2: Effective Marketing, Recruitment, and Enrollment

**Institutional Goal 2:** Present the college and its programs in positive ways, making every effort to attract and enroll as many students as possible by marketing the college in a variety of methods and enrolling students in efficient and customer-oriented ways.

Success Factor 3: Student Retention, Satisfaction, and Completion

**Institutional Goal 3:** Provide a wide-range of academic, developmental and support services to help retain students in programs by increasing the percentage of students who remain continuously enrolled through completion of a degree or certificate.

Success Factor 4: Responsible Resource Management

**Institutional Goal 4:** Promote the responsible management of resources by maintaining sound fiscal operations, seeking additional resources, improving college facilities, and providing an environment conducive to progressive implementation of technology.

Success Factor 5: Staff and Organizational Development

**Institutional Goal 5:** Encourage staff and organizational development by supporting an efficient and productive work environment where employees demonstrate competence, integrity, and professional excellence.

Success Factor 6: Community Involvement and Development

**Institutional Goal 6:** Foster strong community involvement and workforce development by supporting local and state economic growth and encouraging civic, cultural, recreational, and service activities.

Success Factor 7: Post-Chipola Student Satisfaction and Success

**Institutional Goal 7:** Maintain a strong reputation for promoting student satisfaction and long-term success by equipping students with the knowledge and skills necessary to pursue their goals and become more productive citizens.

*Success Factors are “the things that must go right for an organization to flourish and achieve its goals.”* —DeAnza College
All operational units have statements of purpose which link directly to the college mission. Unit planners link annual budget requests to the success factors and institutional goals. See ([7]; [8]; [9]) for sample unit plans. See ([10]) for a sample unit SWOT analysis and budget requests.

Documentation:

[1]  ⚤ Minutes, Chipola College District Board of Trustees, June 15, 2004


Sample documents where Mission Statement is published

[3]  ⚤ Chipola College Statement of Mission and Purpose, 
    Chipola College 2006-2007 Catalog, p. 14

    website (“About Us” / “Mission”)

[5]  ⚤ Chipola College Statement of Mission and Purpose, Our Strategy in 
    the 21st Century, Annual Institutional and Educational Effectiveness Report, 
    Appendix A, pp. 11-12

    College Student Handbook/Planner, pp. 4-5

Sample statements of Unit Purpose:


[8]  ⚤ Operational Unit Plan: 2 - Chipola College Foundation, Inc.

[9]  ⚤ Operational Unit Plan: 6 - Student Services

Sample Budget Request Forms:

[10]  ⚤ 2006-2007 SWOT Analysis and Budget Requests: Unit 4-C - Fine and 
    Performing Arts