

BOARD OF HIGHER EDUCATION
REQUEST FOR COMMITTEE AND BOARD ACTION

COMMITTEE: Strategic Planning

NO.: SPC 19-04

COMMITTEE DATE: December 4, 2018

BOARD DATE: December 11, 2018

APPROVAL OF HOLYOKE COMMUNITY COLLEGE MISSION STATEMENT

MOVED: The Board of Higher Education hereby approves **Holyoke Community College's** revised mission statement to read as follows:

Educate. Inspire. Connect.

The Board further authorizes the Commissioner to forward the same to the Secretary of Education, pursuant to Massachusetts General Laws Chapter 15A, Section 7.

Authority: Massachusetts General Laws Chapter 15A, Sections 7, 9(e), and 22(n)

Contact: Winifred M. Hagan, Ed.D.
Associate Commissioner for Academic Affairs and Student Success

Background

Holyoke Community College Mission Statement

The Board of Higher Education (BHE) is responsible for reviewing and approving institutional mission statements. M.G.L. c. 15A, §9(e) and §22[n].

In January 2017 with the arrival of Christina Royal, the college's fourth president, Holyoke Community College (HCC) began its' strategic planning process, which included a focused review of the mission statement that would be a central piece of the strategic plan. Questions that drove at the future of HCC were intended to support the institution in facing obstacles, examining assumptions and in sharpening its' purpose for both the internal and external constituencies. This resulted in a succinct new mission statement, that HCC finds to be aligned with an aspirational Vision statement, and the Values, and Student Experience statements. (Attachment A). Together HCC expects that these statements will articulate HCC's core values as well pledge to deliver a transformational college experience to students, and to do so against an existing backdrop of regional poverty and high unemployment.

Current and New Mission Statements

HCC's Mission Statement from 2005-2018 reads as follows:

Holyoke Community College's mission is to serve the Pioneer Valley by providing comprehensive, high-quality educational opportunities that are responsive to community needs and meet the intellectual, esthetic, and practical needs of a diverse student body. The college offers the full range of programs and services appropriate to a community college, as defined by the Massachusetts Board of Higher Education's generic system-wide community college mission statement. In addition, the college will continue to focus upon the following strengths that distinguish Holyoke Community College from other colleges.

Since its inception over half a century ago, the college has excelled at serving, transfer-oriented students and is today widely recognized for the quality of its liberal arts, fine and performing arts, and career transfer programs. Building upon this strength is a major goal of the institution. The college values its leadership position in the development and implementation of collaborative transfer and joint admissions programs with public and private four-year colleges and universities in the region. The college will continue to offer one of the broadest arrays of exemplary transfer options in the system, making it an exceptional avenue of access to the Commonwealth's flagship university and other public and private colleges in the area.

Holyoke Community College is committed to career programs responsive to the economic and social needs of the region. A wide range of career-oriented programs, in areas such as business, health, and technology, are designed to prepare students to enter and advance in their chosen field. Through active collaboration with industry, government, and community groups, the college constantly increases the strength, currency and variety of its programs. All areas of study provide a basis for transfer, since all Associate Degree programs include a common core of courses designed to expose students to diverse fields of knowledge.

At Holyoke Community College, concern for the success of the individual student is paramount, an institutional quality that is widely recognized in the community and that permeates every program and service. Holyoke Community College's innovative approach to student success is reflected in the culture of the institution, as demonstrated by campus facilities, the wide variety of service delivery methods, and the assortment of services to address the specific needs of individual students and groups of students.

As a learning-centered institution, the college encourages and supports a contemporary assortment of instructional strategies. These include interdisciplinary courses, Learning Communities, experience-based education, community service learning, self-paced learning, web-based instruction, distance learning, and the use of instructional technology in a full range of subjects and at instructional levels ranging from pre-college to honors level offerings.

Serving an economically, educationally and linguistically diverse population, the college has a special commitment to public school partnerships and adult literacy. Holyoke Community College is the site for vital educational opportunity programs, such as Gateway to College, and houses the regional center for a System for Adult Basic Education Support for Western Massachusetts.

HCC's proposed Mission Statement, which was approved by the HCC Board of Trustees on October 23, 2018 reads as follows:

Educate. Inspire. Connect.

Rationale for Change

The revision of the HCC mission statement was a vital component of the strategic planning process. The mission statement was examined and synthesized as part of HCC's analysis of all the institutions policies, practices and philosophy. Working through numerous drafts, President Royal and the HCC Board of Trustees refined the statement after consideration of substantial input from the HCC community. The HCC leadership believes that the new mission statement captures the essence of what HCC stands for and it is intentionally short and succinct. The draft has been widely embraced by members of the community and is planned to serve as a guide for daily work across the campus and in the community.

Attachment A:

Mission

Educate. Inspire. Connect.

Vision

Holyoke Community College aspires to be a college of academic excellence known for helping students overcome barriers to success.

Values

- Innovation
- Collaboration
- Kindness
- Inclusion
- Trust

Kindness, inclusion, and trust are the foundations of the work that we do together. Innovation and collaboration enable us to explore and implement the ideas that will shape our future.

The Student Experience Statement

Holyoke Community College commits to delivering a transformational student experience characterized by:

- A “connection network” that draws people, services and knowledge together to address students’ fundamental needs and thus ensure their readiness to succeed at HCC
- An affordable, relevant education provided by talented faculty and resulting in career and transfer opportunities that enable students to thrive
- An approach to educating the whole person that continuously meets students where they are — socially, financially, educationally, and geographically — and engages them in real-world learning experiences
- A vibrant, connected college community that enriches the learning experience, delivers relentless encouragement, and builds life-long connections

Faculty and staff of Holyoke Community College commit to support this transformative experience through:

- Accessible, guided, and intuitive services that support students and their families
- Efficient and effective processes supported by contemporary technologies
- Data and predictive analytics that enable HCC to deliver personalized, proactive, and responsive programs and services
- An agile and supportive culture that recognizes the importance of training and professional development to build knowledge, skills, and abilities.