

**BOARD OF HIGHER EDUCATION
REQUEST FOR BOARD ACTION**

NO.: BHE 20-14

BOARD DATE: May 5, 2020

APPROVAL OF GREENFIELD COMMUNITY COLLEGE MISSION STATEMENT

MOVED: The Board of Higher Education hereby approves the **Greenfield Community College** revised mission statement to read as follows:

Greenfield Community College provides a high-quality education to all who seek the knowledge and skills necessary to thrive and effect positive change in their lives, communities, and the world. With excellence, innovation, and an unwavering commitment to teaching and learning together in an inclusive and caring environment, we empower all learners to reach their full potential.

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

VOTED: Motion adopted by BHE 5/5/2020.

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

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Associate Commissioner for Academic Affairs and Student Success

Background

Greenfield 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].

Greenfield Community College's (GCC) began a review of its' mission statement at the all-college meeting on October 7, 2019. There were 72 attendees participating in the initial discussion devoted to the review. In preparation for that meeting, community members were asked to read the current statements and consider the extent to which it addressed issues of importance to GCC and its future. In addition to direct feedback gathered at the all-college meeting, the revision of the GCC mission and vision were also reviewed by numerous facilitated dialogues with campus constituencies, that were conducted as part of the GCC strategic planning efforts. Multiple revisions for the mission emerged as a result of asking mission, vision and core value related questions on stakeholder surveys of alumni, trustees, and members of the GCC Foundation. An additional all-college meeting was devoted to the topic and a second round of drafting was undertaken. In January 2020, a near-final version was presented to the campus community via email. Reaction was positive, with most comments being about wording and grammar and very few of a substantive nature. Key suggestions were incorporated, and the revised mission, vision and core value statements were brought to College Council on February 10, 2020. Discussion at that meeting produced a few additional edits, and College Council endorsed the new document. On Feb 24th it was ratified by Assembly in a unanimous action and the mission was approved by the Board of Trustees on Feb 26th, 2020.

Current and New Mission Statements

Current Mission Statement reads as follows:

Our mission is to teach, in a small, supportive and intimate learning environment, the knowledge and skills necessary for our students to reach their highest potential. Our doors are open to all who seek to learn. In striving to fulfill this mission we also seek to learn the knowledge and skills necessary to reach our highest potential as a college. At GCC, we are passionate about teaching and learning together!

Greenfields proposed Mission Statement, which was unanimously approved by the campus Board of Trustees on February 26, 2020, reads as follows:

Greenfield Community College provides a high-quality education to all who seek the knowledge and skills necessary to thrive and effect positive change in their lives, communities, and the world. With excellence, innovation, and an unwavering commitment to teaching and learning

together in an inclusive and caring environment, we empower all learners to reach their full potential.

Rationale for Change

In September 2019, GCC began a strategic planning process under the direction of Dr. Yves Salomon-Fernández, GCC's 10th president. Having served as President for 13 months, Dr. Salomon-Fernández had become sufficiently familiar with the campus, the culture, the students, and the community to begin leading the strategic planning process, starting with the mission statement. President Salomon-Fernandez had also become deeply cognizant of regional demographic shifts, employment trends, and statewide priorities and initiatives. Informed by this background knowledge, President Salomon-Fernández gave highest priority to revising GCC's 12-year-old mission statement and to creating a new strategic plan for 2020-2024.

The timing of these efforts coincided with GCC's engagement in the self-study process for accreditation by the New England Commission of Higher Education (NECHE). Apart from the obvious utility of a thorough examination of the institution, *NECHE Standard 1.5* specifically calls for periodic evaluation of the content and pertinence of a college's mission and purposes. As well, Massachusetts General Law reiterates the necessity of institutional mission statements and underscores the value of alignment with mission statements at the segment level. GCC's revised mission statement contributes to the Mission of the Massachusetts Community Colleges by fostering positive change in the community and the region through excellence in teaching and learning in an inclusive environment. Recognizing the centrality of the mission and its role as the 'North Star', providing guidance and direction to all subsequent planning and resource allocation, its revision was paramount to GCC and became the lead-off activity in GCC's strategic planning process.

