

**BOARD OF HIGHER EDUCATION**

**REQUEST FOR COMMITTEE AND BOARD ACTION**

**COMMITTEE:** Strategic Planning

**NO.:** SPC 19-08

**COMMITTEE DATE:** June 11, 2019

**BOARD DATE:** June 18, 2019

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**APPROVAL OF MASSACHUSETTS COLLEGE OF ART AND DESIGN MISSION STATEMENT**

**MOVED:** The Board of Higher Education hereby approves **the Massachusetts College of Art and Design** revised mission statement to read as follows:

Massachusetts College of Art and Design is a public, independent institution that prepares artists, designers, and educators from diverse backgrounds to shape communities, economies, and cultures for the common good.

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 approved by SPC 06/11/2019; Motion adopted by the BHE 06/18/2019

**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**

### **Massachusetts College of Art and Design 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].

### **Current and New Mission Statements**

*Current Mission Statement reads as follows:*

Massachusetts College of Art and Design is a public, independent college of art and design. The college's professional baccalaureate and graduate programs prepare students to participate in the creative economy as fine artists, designers, and art educators, and to engage in the well-being of their society. As a national leader in visual art and design education, the college influences contemporary culture through the accomplishments of its alumni/ae and the creative activities of its faculty and staff.

*Proposed Mission Statement, which was unanimously approved by the campus Board of Trustees on May 31, 2019 reads as follows:*

Massachusetts College of Art and Design is a public, independent institution that prepares artists, designers, and educators from diverse backgrounds to shape communities, economies, and cultures for the common good.

### **Rationale for Change**

The Massachusetts College of Art and Design (MassArt) did not begin with the idea of changing the mission statement, rather it emerged as a something that needed to be revisited as part of the strategic planning process. The proposed mission and the statement of values were tested and resonated strongly with the community. Reflecting on its' mission statement MassArt reaffirmed the longstanding mission because stakeholders determined that it has remained remarkably consistent. MassArt holds to the original mission as a means of maintaining the identity and integrity of the college, and because it remains relevant today.

The mission statement opens with the institution name, emphasizing its' place as the public art and design college of the Commonwealth of Massachusetts. The school's important legacy in Massachusetts and in the nation with respect to teaching visual artists, designers, and educators has persisted. This history has been published, recorded, and celebrated on campus. The mission denotes that MassArt is public, acknowledging its' founding and resources from the people of the Commonwealth. It denotes that MassArt is independent, not a college located within a larger university but a freestanding institution among the state universities of Massachusetts. The mission clarifies to what end students are prepared - to engage in the wellbeing of our world. In one respect MassArt accomplishes this by participating, for the common good, in the local communities in which it engages, lives, and works. It is also

accomplished by stewarding the economies in which MassArt has influence. In this document 'economies' is intended to refer to the stewardship of resources. As MassArt stewards its' resources whether they are financial, material, or human, or resources of time, space, or creativity – it shapes cultures. The end of the proposed mission statement, and the aim of the mission, is the common good; the ideal of people organizing for their shared wellbeing. Recognizing that "good" may mean different things to different people at different times, for this moment in time MassArt seeks to cultivate systemic equity on and through the campus, to hold up what is best about Massachusetts, and always to act for the benefit of those served by MassArt throughout Massachusetts and around the world.