THE MISSION COMMITTEE

PROF. GERARD SEDLAK
Engineering and Technology Department Committee Chair

PROF. PETER BOHN
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PROF. LARRY PAUL
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JAMES SMITH
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The detailed charge to the **Work Group on Mission** is to re-examine and refine our mission; determine how the College can develop its leadership and board so that they are well positioned to promote and support the realization of the mission; and create a paradigm for setting standards and measuring outcomes to assess and improve the quality of education and administration as well as the College’s success in achieving institutional goals.

Consider how technology relates to your charge and ensure that your strategic recommendations support enhancing the use and teaching of technology at Vaughn College.
Strengths

- Maintaining a culture of excellence
- Commitment to use of technology
- Diversity of student body
- Opportunity to educate undeserviced market
- Been able to adapt curriculum to market needs
- Commitment to increased student experience
- Increasing communication efforts
- Objectives listed as part of mission statement
- Student support services
- Growing international program reputation
Weaknesses

- Use of technology in the classroom
- Diversity of the board is not representative of the diversity of the student body
- Underutilized communication tools
- Lack of data to measure achievement of objectives listed in mission statement
- Lack of clarity of items in mission statement, e.g. "distinctive education, "professional and civic values," "theoretical knowledge and practical skills."
- Success of international programs not mentioned in mission statement
- Mission statement too focused on engineering/technology; should include graduate programs as well as aviation and management programs
- Student support services
Opportunities

- Enhanced use of technology (e.g. online registration)
- Failing competitors (e.g. Dowling College) in terms of faculty, student and staff market available for hire
- Increase market for specialized faculty recruitment
- International programs recruitment
- External partnerships to offer enhanced additional programs
Threats

- Ability to implement mission relative to growth of school
- Challenge to recruit trustees equal to diversity of student body
- Salary expectations of potential faculty recruits
- Cultural issues—working at a distance with partners
- Lack of awareness of Vaughn in the community
MISSION COMMITTEE RECOMMENDATION NO. 1

FORM A MISSION COMMITTEE to ensure that the standards of the institution are continually being met. Revise the mission statement to reflect contemporary realities.

EXPLANATION
The mission statement has not been subject to review or analysis since it was written at the strategic planning initiative a decade ago. This statement needs to be updated as the institution continues to grow.

SUPPORTING DATA
A telephone survey of more than a dozen Vaughn peer schools revealed that eight established a permanent mission committee as part of their strategic plan to great reward. Cazenovia College, for example, enlists a board member, members of the faculty and administration and students as part of the permanent committee.
MISSION COMMITTEE
RECOMMENDATION NO. 2

PUBLIC SUBGROUPS
within the College should reflect
the diversity of the student
population.

EXPLANATION
Currently, more than 80 percent of the
student population self-identifies as non-
white. Yet the Board of Trustees remains
83 percent white; faculty 60 percent
white; and staff 47 percent white.

SUPPORTING DATA
Data come from a demographic breakdown of the board
of trustees, student population, staff and faculty as found in the Vaughn
College Fact Book and supplied by human resources.
SUPPORTING DATA FOR RECOMMENDATION # 2

VAUGHN COLLEGE BOARD OF TRUSTEES PROFILE
(as of January 2012)

Age
- No board member younger than 50
- 70 and older 67%
- 60-69 27%
- 50-59 6%

Gender
- Male 72%
- Female 28%

College Relationship
- Other/no relationship 89%
- Alumnus 11%
- Not represented Parent 0%

Race/Ethnicity
- White 83%
- Black/African-American 6%
- Asian 6%
- Indian subcontinent 6%

Length of Service
- More than 10 years 78%
- 1 year or less 11%
- 2.5 years 11%
- No represented 6-10 years 0%

Industries
(Whole Numbers)
- Aviation 4
- Editorial/Publishing 2
- Financial Services 2
- Manufacturing 2
- Military/Gov’t Agency 2
- Nonprofit 2
- Education 1
- Legal 1
- Management 1
- Supply 1
SUPPORTING DATA FOR RECOMMENDATION # 2
VAUGHN COLLEGE FACULTY AND STAFF PROFILE
(as of January 2012)

FACULTY

- White 60%
- Black 13%
- Hispanic 3%
- Asian/Pacific Islander 24%

STAFF

- White 47%
- Black 17%
- Hispanic 19%
- Asian/Pacific Islander 16%
SUPPORTING DATA FOR RECOMMENDATION # 2

VAUGHN COLLEGE STUDENT PROFILE
(as of January 2012)

- Hispanic: 34%
- White: 16%
- Black: 22%
- Asian/Pacific Islander: 16%
- Other: 12%
MISSION COMMITTEE
RECOMMENDATION NO. 3

ESTABLISH A MORE quantifiable means of evaluating the objectives of the institution.

EXPLANATION
The existing mission statement and objectives contain a number of phrases that are difficult to measure. No means exist of determining if the described goals are indeed being met. This is an analysis that should be reviewed by the suggested mission committee.

SUPPORTING DATA
Support data include a review of the mission statement with attention paid to phrases such as “distinctive education,” “professional and civic values” and “theoretical knowledge and professional skills.”
MISSION COMMITTEE RECOMMENDATION NO. 4

ESTABLISH CAMPUSWIDE POLICIES to develop mechanisms we use to guarantee faculty are trained in emerging technologies,

EXPLANATION
The institution currently uses the right technology tools to increase teaching and learning in the classroom; however, how does the college effectively communicate, and when appropriate, train on using technology in the classroom?

SUPPORTING DATA
Faculty development statistics and costs
MISSION COMMITTEE RECOMMENDATION NO. 5

HOW CAN WE SEEK ADDITIONAL WAYS to ensure we are meeting industry standards for emerging technologies?

EXPLANATION
As technology advances and emerges within the college as new programs are introduced, how can the institution explore additional ways to effectively communicate and utilize this new technology campuswide?

SUPPORTING DATA
Interview with Said on current technology being used in classroom; Conducted “Technology Survey” to gather information regarding satisfaction of technology being used campuswide with faculty, students and staff.
SOURCES

• VAUGHN COLLEGE STRATEGIC PLANNING FACTBOOK

• DEMOGRAPHIC ANALYSIS OF VAUGHN COLLEGE BOARD OF TRUSTEES, FACULTY, STAFF AND STUDENTS

• VAUGHN COLLEGE CATALOG AND MISSION STATEMENT

• STAFF INTERVIEWS AND SURVEYS

• SURVEYS OF VAUGHN PEER INSTITUTIONS
QUESTIONS?