**Important Note:** The following responses are a result of Mission and Vision subcommittee members engaging in a Mission Toolkit worksheet designed by the Society for College and University Planning (SCUP).

**Whom do we serve?**

Define your constituents.

**Tip:** If your institution could ostensibly serve any member of the general public, your mission statement might include a few well-chosen phrases to describe situations the public might find appealing.

**Whom do we serve?**

|  |  |  |
| --- | --- | --- |
| Residents of Suffolk County | Anyone looking for a quality education at a reasonable cost | Those seeking career skills, a traditional education, workforce, etc. |
| Alumni | Students who believe college is the next step in their academic journey. | Students who were unsuccessful the first time around. |
| Students seeking professional advancement and social mobility | Students with an entrepreneurial spirit | Students who are unsure/undecided |
| Four-year colleges by providing quality graduates    Other colleges as a pipeline to additional educational opportunities    Other SUNY institutions | * High school students * Returning adults * Traditional college-aged students * Veteran students * English Language Learners (ELL) students * Adult Basic Education, Workforce, and Non-credit students | Employees (continuing opportunities for professional development, growth, etc.) |
| Students who do not have the financial means to go elsewhere (provide value and opportunity) | Residents of Suffolk County; anyone who might come in from adjoining counties (Nassau, Queens); anyone in the world via international or online students | Employers and the business community (hospitals, Fortune 500, IT companies, K-12 school districts, etc.) |

**Describe their characteristics:** Traditional students, returning students, first-generation students, varying socio-economic backgrounds, ESL/ELL**,** ambitious, challenged, busy, interrupted education (coming out of the pandemic), and students' representative of a changing society (disabilities, LGBTQIA+, etc.)

**How do they differ from others?**

* First to go to college
* Financial pressures, family obligations, and work obligations that students that go to four-year

colleges might not have to contend with

* Aren’t all here to get an Associates degree.  Students are here to enroll in continuing education

and workforce programs, short-term credentials, different in achievement goals

* New career paths
* Interrupted education
* Students of differing academic levels
* Large variation in students’ academic preparation
* Different language abilities (ESL and ELL students)
* Students with physical and learning disabilities

**What are they seeking? What problems are they trying to solve?**

* Opportunities for employment
* Educational achievements (prep for transfer or immediate employment)
* Socio-economic mobility (access to the middle class for some)
* Credential that will move them on to the next level
* English language training
* Short-term solution to a job that enables them to support their family
* Increased employment opportunities
* A better life

**What are they seeking? What problems are they trying to solve? Cont.**

* Flexibility (parenting students who need classes in the evening)
* Clear information about career paths and education
* A second chance
* Changes in their career
* Reverse or mitigate the effects of institutional racism, xenophobia, or poverty
* Affordability.  The cost of education, the cost of opportunity
* How to grow or better utilize networks (social capital)
* Recognize their potential and learn their strengths
* Friends
* Community

**How large is our target audience?**

Define the scope of your constituency.  Do you focus on a particular region, or are you more national?

**What boundaries define those whom we serve?** (examples: geographical, digital)

* Suffolk County, pushing into Nassau County, pushing into Queens (All of Suffolk County and beyond)
* Suffolk county and the greater region
* Sub-issue- transportation
* Students in the dual enrollment program
* Can draw more regionally based on marketing of academic programs
* Opportunity for increase in online
* Students unprepared for college
* Students not getting advisement

**How large is our target audience cont.?**

* Students not ready to succeed in online classes
* Students in the broader SUNY system (in particular, consider our summer and winter

enrollment)

* Students from private colleges home for the summer
* Teaching professionals looking for additional credits/professional development

**What is the scope of our services?**

Define your general range of services.

Tip: The answers to this question need to be informed by the answers about those whom you serve.

**How do we address the needs of those whom we serve?**

**How needs of those whom we serve are currently being addressed**

|  |  |  |
| --- | --- | --- |
| Academic advisers and mentors to help guide students with course scheduling and academic pathways | Access to laptops provided by the college and Wifi. | Availability of on campus childcare services for students and community members |
| On campus mental health counselors | On campus food pantry that serves the needs of students and community members. | Partnerships with high schools for Beacon and Early College programs. |
| Academic and certificate programs that provide opportunities for students to work immediately and/or move on to four-year institutions. | Partnerships with NYS and local Departments of Human Services, Labor, etc., to assist students with basic needs, employment, funding for programs, tuition assistance, grants, etc. | Availability of emergency, hardship and scholarship funds for students through SCCC’s Foundation. |
| Providing comprehensive academic and student support services. | Availability of various student activities, clubs and organizations. | College resources are available to community stakeholders. |

**Opportunities for improvement in addressing needs of those whom we serve**

|  |  |  |
| --- | --- | --- |
| Opportunity to reframe who we are as a “comprehensive community college”.  Draw a circle around the open access, early, education, etc.   * Where are our opportunities to improve how we meet the needs of traditionally underserved populations in our community? | Re-envision what research means for SCCC, as opposed to what it means for a four-year institution. This may include:   * The extent to which faculty want to pursue scholarly research. * How do we bring that back to the student experience at the college? * More innovative teaching techniques.  Value innovation. * Capstone opportunities. * Encourage the use of classroom-based student research as a tool of teaching and learning | Opportunity for improved communication with advisers and mentors on campus.   * How do we provide students with a clear connection to their academic advisor? * How do we ensure a consistent student advising experience college-wide?     Micro credentials, continuing education certificates,   * How do we make short-term certificates more visible? * How can we make short-term programs financial aid eligible? * Supports in place for those that want to earn a degree or certificate. |
| Opportunity to better serve students that may be encountering challenges with basic needs (increase community partnerships, etc.) | Opportunity to provide additional mental health services. | Opportunity to improve access to textbooks and further build on providing students with access to technology (devices, Wifi, etc.) |
| Improve community partnerships from all aspects (high school pipeline/bridge programs, art galleries, theater and music performances, access to meeting spaces, Center for Social Justice, summer camps, health club memberships, etc.) | Increase financial assistance through scholarships. | Greater access to affordable childcare |
| Review of how life experience credit is explained | Opportunity to improve processes and cross-training across the college | Opportunity to create a more robust summer program |
| Opportunity to improve academic planning for students. | Opportunity for the student demographics to be proportionate to the community. |  |

**What effect does our institution have on constituents?**

Describe how you impact your constituents.

**How do we impact our students? How are their lives changed?**

* Varying economic opportunities that students gain from coming here
* Provide opportunities and open doors through credentials and the people students

meet.  Provide a skilled workforce

* Provide quality education and advisement to help students move on to a four-year or

employment

* Provide access to broader world view necessary for adult citizens of a democracy and the globe

(via curriculum, clubs/organizations)

* Provide students with mentoring, support
* Build leaders through their ability to participate in Student Government Association, Honors

Program, Phi Theta Kappa, and other opportunities

* Help to foster a growth mindset and empower students to take ownership for their educational

opportunities

* Provide foundational competencies (critical thinking skills, problem solving, writing) that

empower life-long learning

**How do we impact our community? What changes do we see?**

* Provide classes and other public services (i.e., vaccine site, art and cultural venues, festivals for

holidays, continuing education to non-matriculated students, seniors, teens, etc.).

* Workforce and economic development opportunities. Entrepreneurship

Economic impact to Suffolk County and multiplier effect (economic impact of vendors, food service, salaries)

* Contributing to social mobility, alleviating poverty, empowering students to improve personal,

family and professional situations

* Educating the students for the workforce of the county brings local economic stability to the

region.

**How will we know if we’re achieving our mission?**

* Through data collecting and assessment (enrollment, transfer, graduation, persistence,

retention, pass/fail, withdrawal)

* Surveys
* Mood and morale of faculty and staff
* Recruitment and retention of the best people

**How will we know if we’re achieving our mission? Cont.**

* Employment rates after graduation/certificate/workforce program
* Opportunity to re-engage in external economic impact reports for the college
* Institutional growth and innovation
* Growth and successful fundraising efforts