

# Suffolk County Community College

## College Brief

NO. 07      September 23, 2011  
TO:            The College Community  
FROM:        Dr. Shaun L. McKay, President  
SUBJECT:    Strategic Planning Process

Our Strategic Plan provides a means by which the College can identify needs, anticipate change and assess its activities in order to implement appropriate institutional initiatives and responses.

As we prepare to embark on developing the latest version of the College's plan, I encourage the members of the college community to begin thinking about the priorities that will guide our institution for the next three to five years.

As a first step, I ask you to affirm that our existing mission and vision continue to reflect the College's focus. In reflecting on these two statements, I find the themes they incorporate still stand for who we are, what we do and how we operate, as an academic institution, to transform lives and empower individuals. But I also believe it is important for the college community to affirm that these themes still resonate as priorities for Suffolk County Community College. Included below are copies of our existing mission and vision statements:

### *Mission Statement*

*Suffolk County Community College promotes intellectual discovery, physical development, social and ethical awareness, and economic opportunities for all through an education that transforms lives, builds communities, and improves society.*

### *Vision Statement*

*Suffolk County Community College commits to maintaining high educational standards, to fostering and inspiring student success, and to creating diverse opportunities for life-long learning. By attracting strong leadership and*

*distinguished faculty to a college of excellence, we create an enriched learning environment that empowers students to transform their lives.*

Please make note of the following:

### **INSTITUTIONAL MISSION-Definition**

**A succinct, broad declaration of purpose: who you are, what you do, whom you do it for, and perhaps a glimpse into how or why you do it; nothing more. Mission statements can be expressed in a single sentence; and although they may include multiple sentences, mission statements must never be lengthy.**

### **VISION-Definition**

**A vision is not in the present, it is in the future. In this respect, the image of the leader gazing off into the distance to formulate a vision may not be a bad one. A vision is not where you are now; it is where you want to be in the future.**

### **MIDDLE STATES STANDARD ONE: MISSION AND GOALS**

**The institution's mission clearly defines its purpose within the context of higher education and indicates who the institution serves and what it intends to accomplish. The institution's stated goals, consistent with the aspirations and expectations of higher education, clearly specify how the institution will fulfill its mission. The mission and goals are developed and recognized by the institution with the participation of its members and its governing body and are used to develop and shape its programs and practices and to evaluate its effectiveness.**

Please email any comments you may have regarding the College's existing mission and vision statements to Lorraine Chiapperino at [chiappl@sunysuffolk.edu](mailto:chiappl@sunysuffolk.edu) no later than October 7, 2011.

As I stated on All College Day, strategic planning is a pivotal activity that must engage all constituents as part of the transparent approach that I have embraced. Your feedback and involvement is vital to the success of this effort as we plan for and assess all that we do at the College. For further information related to the strategic planning and assessment activities of the College, please access the following link to the College's website: <http://www.sunysuffolk.edu/About/StrategicPlanning.asp>

Sharing your input and actively engaging our colleagues on the Strategic Planning Council is vital to the success of our College's development. I encourage you to become part of the process. Through your participation and feedback, we will be better able to

determine our direction and identify new opportunities. This input will be shared with our Board of Trustees and used to establish our institutional goals, objectives and initiatives. In turn, our planning and assessment efforts will guide our budget and resource allocation decisions directed to support our teaching and learning environment.

Thank you for your continued support of our College's mission and vision, as well as its institutional goals.