

De Anza College Office of Institutional Research and Planning

To: Brian Murphy, President

From: Mallory Newell, De Anza Researcher

Date: 9/24/2013

Subject: ACCJC Recommendation I: Institutional Mission and Effectiveness

Recommendation 1

To meet the Standard, the team recommends that the college mission statement clearly identify the intended student population for whom the college will provide programs and services (Standards 1.A, 1A.1).

ACCJC Standard I: Institutional Mission and Effectiveness

A. The institution has a statement of mission that defines the institution's broad educational purposes, its intended student population, and its commitment to achieving student learning.

A.1 The institution establishes student learning programs and services aligned with its purposes, its character, and its student population.

Preliminary Review of Mission Statements of 112 Community Colleges

Based upon Recommendation 1 from ACCJC, the mission statements of the 112 California Community Colleges were reviewed to determine how many colleges clearly identify the intended student population for whom they will provide programs and services.

In February 2012, a preliminary review of the 112 community colleges was conducted which categorized mission statements that even subtly identified the student population they serve as those who clearly identify their student population. This resulted in 53% of community colleges clearly identifying the student population served (http://www.deanza.edu/ir/deanza-research-projects/Mission%20Statements_112%20Colleges.pdf).

A more comprehensive analysis was conducted in September 2013 that categorized colleges who use some level of detail to define the student population they serve as those who clearly identify their student population. This resulted in 17% of colleges clearly defining the student population they serve (Table 1).

Updated Review of Mission Statements of 112 Community Colleges

The comprehensive analysis conducted in September 2013 shows:

- 17% of the colleges identify with some level of specificity the intended student population they serve; common phrases include: Our service area; San Fernando

Valley; Silicon Valley or a comprehensive list including: students from all backgrounds, ages, goals, abilities and ethnicities.

- 83% did not use some level of specificity to identify the student population served ; common phrases in this category include: Students (with no qualifiers), Diverse students, a Diverse community of learners/students, and The world’s diverse communities.

Table 1. Mission Statements of all 112 Community Colleges

Identify with some level of specificity the student population served	Total	Percent
A specific region, service area or district (e.g. East San Diego)	13	12%
A comprehensive list including: students of all interests, backgrounds, ages, goals, abilities, ethnicities and learning styles	6	5%
Subtotal	19	17%
Do not use some level of specificity to identify the student population served		
Students (with no qualifiers)	28	25%
A diverse community (with no qualifiers)	19	17%
The community (with no qualifiers)	16	14%
Socially and ethnically diverse students	1	1%
Diverse students	4	4%
Students from diverse backgrounds	2	2%
A diverse community of learners/students	7	6%
The world's diverse communities	1	1%
Students of every background	1	1%
Students and our community	7	6%
Local and global populations	4	4%
No student population described	3	3%
Subtotal	93	83%
Total	112	100%

Review of Mission Statements of 14 Colleges Reaffirmed in June & January 2013

The mission statements of the 14 colleges within the Western region of ACCJC reaffirmed in 2013 were reviewed to determine how many colleges clearly identify the intended student population for whom they will provide programs and services (Table 2).

The findings show:

- 36% of the colleges used some level of specificity to identify the intended student population they serve; common phrases include: Diverse desert community, All segments of our Hawaiian Island community, and Native Hawaiians.
- 64% did not specify the intended student population they serve; common phrases in this category include: Students (with no qualifiers), The community (with no qualifiers), and Socially and ethnically diverse students.
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Table 2. Mission Statements of Community Colleges Reaffirmed in 2013

Identify with some level of specificity the student population they serve	Total	Percent
A specific region, service area or district (e.g. O'ahu's Ko'olau region, diverse desert communities, local and diverse communities)	5	36%
Subtotal	5	36%
Do not specify the student population they serve		
Students (with no qualifiers)	3	21%
Vocational students (e.g. healthcare professionals)	2	14%
The community (with no qualifiers)	1	7%
Socially and ethnically diverse students	1	7%
A diverse student population	1	7%
Life-long learners	1	7%
Subtotal	9	64%
Total	14	100%