**BCC MISSION: Berkeley City College’s mission is to provide our diverse community with educational opportunities, promote student success, and to transform lives. The college achieves its mission through instruction, student support and learning resources which enable its students to earn associate degrees and certificates, and to attain college competency, careers, transfer, and skills for lifelong success.**

**VISION: Berkeley City College is a premier, diverse, student-centered learning community, dedicated to academic excellence, collaboration, equity, and social justice.**

How many asked for “innovation” and “transformation”? N=8

***Vision Statement: (Desired End-State)****A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program’s work.*

***A vision statement is a document that states the current and future objectives of an organization. The vision statement is intended as a guide to help the organization make decisions that align with its philosophy and declared set of goals. It can be thought of as a roadmap to where the company wants to be within a certain timeframe.***

**Statement 1:**

Berkeley City College is an innovative, diverse, student-centered learning community, dedicated to academic excellence, collaboration, equity, and social justice.

**Statement 2:**

Berkeley City College is a premier, diverse, student-centered learning community, dedicated to transforming students’ lives academic excellence, collaboration, innovation, transformation, equity, and social justice.

**Statement 3:**

Berkeley City College is an innovative, diverse, student-centered learning community, dedicated to transforming students’ lives through academic excellence, collaboration, equity, and social justice.

**Statement 4:**

Berkeley City College transforms students’ lives with an innovative, student-centered learning community dedicated to academic excellence, collaboration, equity, and social justice.

**SAMPLE VISION STATEMENTS**

**COLLEGE OF ALAMEDA:** The Vision of College of Alameda is that we are a diverse, supportive, empowering learning community for seekers of knowledge. We are committed to providing a creative, ethical and inclusive environment in which students develop their abilities as thinkers, workers and citizens of the world.

**MERRITT:** Merritt inspires students to create meaningful lives including fulfilling careers, community participation, self-expression, and a love of learning.

**LANEY:** Dream. Flourish. Succeed.

**\*\*\*\*\***

**Patagonia:** “Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”

**McDonald’s:** “To be the best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value, so that we make every customer in every restaurant smile.”

**Amazon:** "Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

**BCC Values**

Berkeley City College embraces values which allow all members of our college community to grow and thrive. Our values include the following:

**A Focus on Academic Excellence and Student Learning**

We value our students’ varied educational and experiential backgrounds and learning styles, as well as educational objectives.

Strategic Intention: Berkeley City College faculty use teaching and learning strategies that respond to the many different needs of Berkeley City College students. The college’s scheduling and delivery methods are responsive to students’ needs for access, convenience, and different learning styles.

**A Commitment to Multiculturalism and Diversity**

We value diversity, which fosters appreciation of others, depth of understanding, insight, empathy, innovation and creativity, characteristics our institution seeks in its students, faculty, and staff.

Strategic Intention: Berkeley City College provides students with an environment that supports diversity in learning and self-expression, and with a curriculum supportive of multiculturalism. Berkeley City College hires faculty and staff that reflect the diversity of its communities and students.

**A Commitment to Preparing Students for Citizenship in a Diverse and Complex Changing Global Society.**

We value the fact that students live and work in an increasingly complex society and world.

Strategic Intention: Berkeley City College faculty members prepare students with learning experiences that help them develop cultural and global perspectives and understanding.

**A Commitment to a Quality and Collegial Workplace.**

We value the high quality that characterizes everything we do.

Strategic Intention: The college implements review and improvement processes that constantly improve quality. The college develops leadership skills and respectful, close ties among all employee groups, continuously improving the institution.

**The Importance of Innovation and Flexibility**

We value innovation because it encourages our students to question the typical and expand their thinking in a flexible manner that allows them to understand life’s dynamic potential.

Strategic Intention: We celebrate the maverick attitude which challenges conventional ways of viewing life.