

IR&P Research Brief

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Hartnell College

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2003 Mission Statement Survey

In fall 2003, the Hartnell College Institutional Research and Planning Office surveyed all Hartnell college employees and Board of Trustee members, as well as a sample of community members and students. The purpose of this survey was to assess whether or not Hartnell College's current Mission Statement reflects the mission of the college. This study incorporated Hartnell College's first online survey, in conjunction with a paper version.

Who completed the surveys?

Surveys were completed by 338 employees, students, Board of Trustee members, and community members. A total of 235 employees participated in the survey (33% of total regular employees and part-time faculty), including 75 classified staff (47% of total classified staff), 87 faculty (23% of total full-time and part-time faculty), and 23 managers (66% of managers) (see Graph 2). The online and paper surveys were also completed by 103 students and 50 Board of Trustee and community members. As shown in Graph 1, students comprised the largest percentage of respondents (30%), followed by faculty (26%), classified staff (22%), Board of Trustees and community members (15%), and managers (7%).

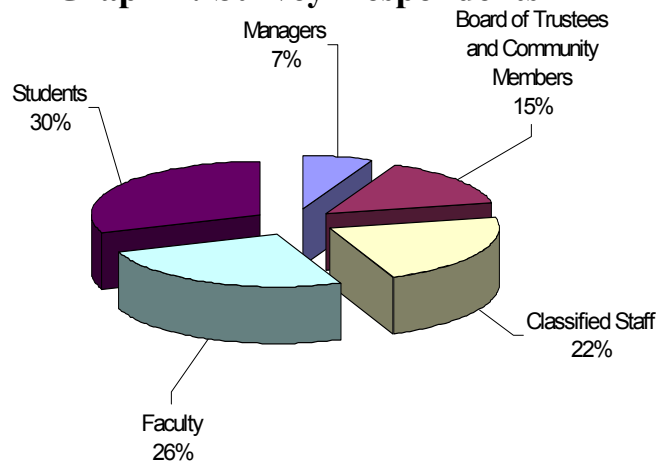
How was the Mission Statement rated?

Overall, 85% of the respondents agreed that the current Hartnell College Mission Statement reflects the mission of the college (this percentage excludes the 39 respondents who indicated that they "do not know"). As shown in Graph 3, the

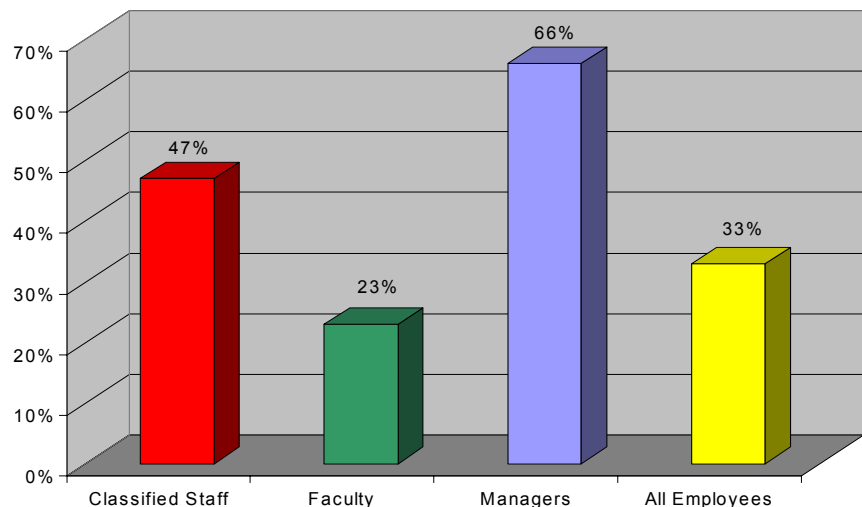
253 respondents who agreed with the current Mission Statement included 22 administrators (96%), 65 classified staff (93%), 40 Board of Trustee and community members (87%), 65 students (81%), and 61 faculty (76%).

The comments provided by the 46 respondents who disagreed with the

Graph 1: Survey Respondents



Graph 2: Employee Response Rates



Graph 3. Hartnell Mission Statement Reflects the Current Mission

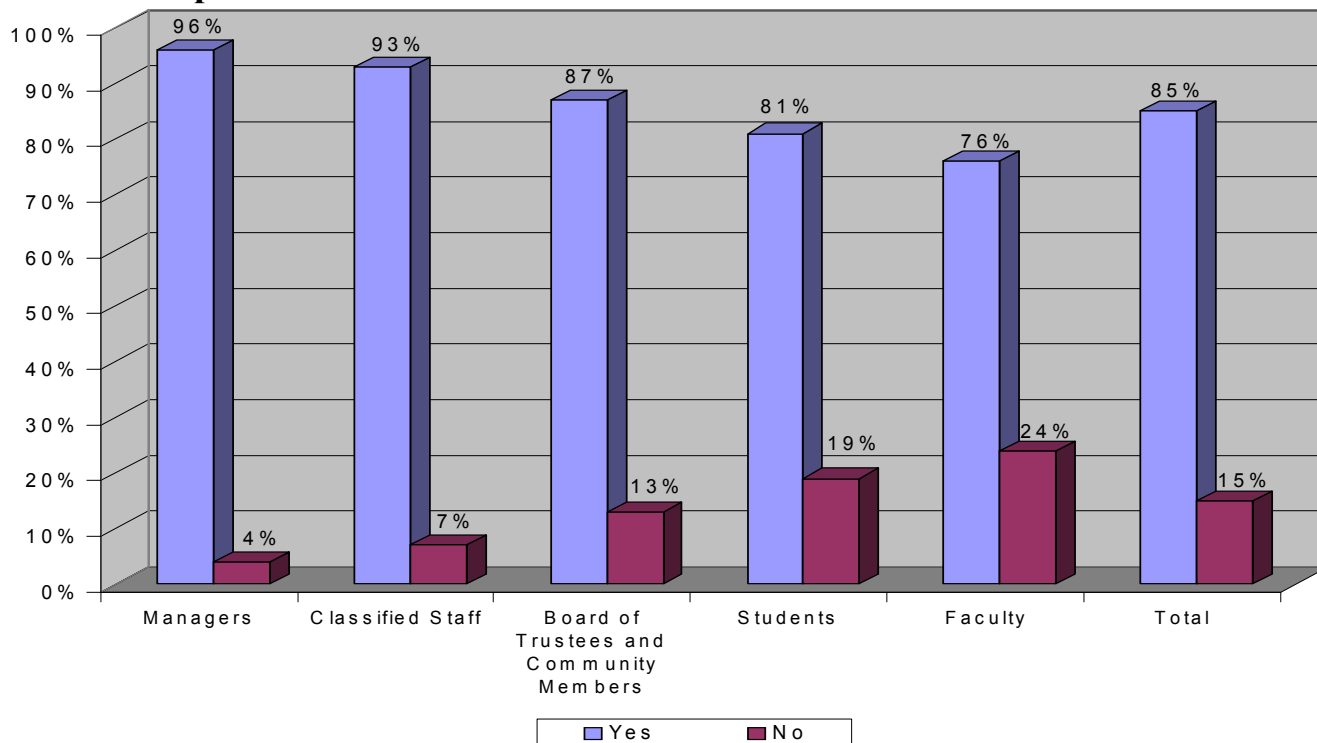


Table 1. Open Ended Comments on How the Mission Statement can be Improved

Summary of Comments	N ¹	% ²
Missing Topics:	17	6%
Academic (Curriculum/Lifelong Learning)	4	1%
Partnership with Community	4	1%
Outcomes of Education: Employment/Career	4	1%
Outcomes of Education: Transfer/Higher Education Degree	3	1%
Other	2	1%
Hartnell Needs to Implement the Mission Statement/Rhetoric:	13	4%
General Lack of Implementation/Rhetoric	11	4%
Limited Equal Access	2	1%
Future Tense:	3	1%
Examples of Other Colleges' Mission Statements:	3	1%
Sections of Mission Statement are Vague/Unclear:	2	1%
Other Miscellaneous:	8	3%
Neutral	5	2%
Positive	0	0%
Negative	3	1%

¹ Some comments are classified more than once.

² Percentages are calculated from the 299 Yes/No repondents.

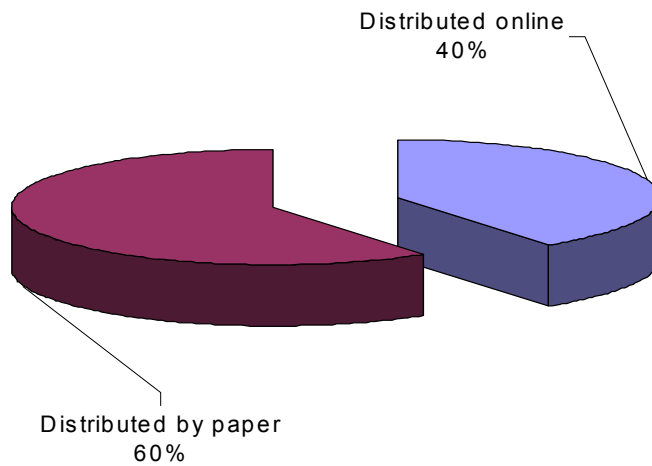
current Mission Statement are summarized in Table 1. The largest response category, "General lack of implementation of the Mission Statement," was reported by 11 (4%) of the total survey respondents. Other respondents indicated that the following topics should be included in the current Mission Statement: academics (1%), partnership with the community (1%), employment/career (1%), and transfer/higher education degree (1%).

How did the online survey affect the study?

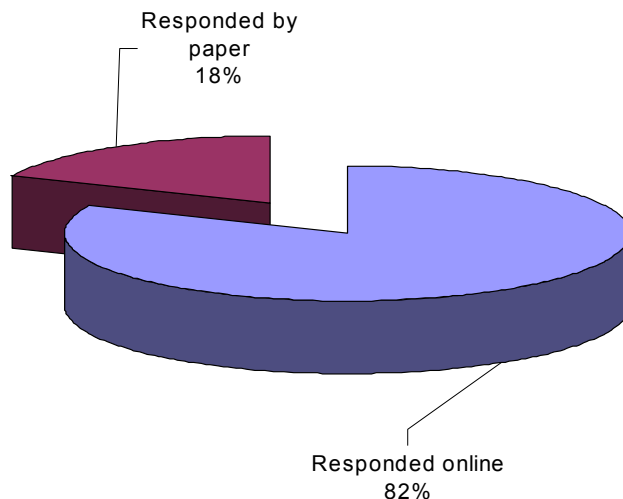
This study incorporated both online/email and paper notifications and questionnaires. Email notifications, with a direct link to the online survey and information to obtain a paper survey, were sent to 300 people. This total includes 35 managers, 129 classified staff, and 136 full-time faculty. Paper surveys with information on completing the questionnaire

online were sent to 444 people. This total includes 180 Board of Trustee and community members, 29 classified staff, and 235 part-time faculty (see Graph 4). Information to complete the online survey was distributed to students through website links, postings, and the campus community. As shown in Graph 5, 82% of the respondents chose to complete the survey online (this percentage excludes the online student respondents).

Graph 4. Distribution of Surveys and Notifications



Graph 5. Respondents by Survey Type



Summary and Conclusions

Overall, a large majority of employees, students, Board of Trustee members, and community members reported that the Hartnell College Mission Statement reflects the current mission of the college. These results, along with the responses to the open-ended question about how the Mission Statement might be improved, may be used by campus groups in assessing the statement. In addition, respondents favored the online survey instrument over the traditional paper version.

Research Brief is a publication of the Institutional Research and Planning Office. The brief is also available on the web at: <http://www.hartnell.edu/irp/reports>

Hartnell College Mission Statement

Hartnell College provides the leadership and resources to ensure that all students shall have equal access to a quality education and the opportunity to pursue and achieve their goals. We are responsive to the learning needs of our community and dedicated to a diverse educational and cultural campus environment that prepares our students for productive participation in a changing world.