



***TO: ALL STAFF***

***From: Ned Doffoney, Chancellor***

***Date: September 17, 2014***

According to the 2012 NOCCCD Integrated Planning Manual, fall 2014 is the semester in which we engage the entire District community in a meaningful process of a substantive review of the District's Mission, Vision, and Values Statements. Before I outline the details as to how you can participate in this process, I offer the following definitions and promising practices for your consideration.

### **Definitions:**

**Mission:** Answers the question, "Why do we exist?" It defines the fundamental purpose of an organization, succinctly describing why it exists and what it does to achieve its vision. Mission statements describe the whole of the organization as well as describing its parts.

**Vision:** Answer the question, "What do we want to create?" It communicates an idealized view of the world in which the organization operates. It is forward-leaning and concentrates on the future. It is a source of inspiration.

**Values:** Answers the question, "What do we believe?" Values are the beliefs that are shared among the stakeholders of an organization. Values drive an organization's culture and priorities and provide a framework in which decisions are made.

### **Promising Practices in Mission, Vision, and Values:**

1. Embrace reflective practices
2. Make words matter
3. Make process matter too
4. Be on a mission!
5. Take the road less traveled
6. Do what we say
7. Keep folding things in
8. Never stop communicating
9. Don't bury the lead

You may review the District's current Mission, Vision, and Values (MVV) statements here:  
<http://www.nocccd.edu/Policies/documents/1001.BP.Revised.Renamed.BOT.11-22-11.pdf>

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The following are the major avenues in which you can participate to provide suggestions and feedback to the District's MVV statements.

1. Participate in open discussions in the NOCCCD MVV forum. You will be receiving an email invitation from Dr. Cherry Li-Bugg, Vice Chancellor of Educational Services and Technology, to join this Google group for open conversations about the changes you would like to see in the District's MVV statement.
2. Send a private email to Dr. Li-Bugg, at [clibugg@noccd.edu](mailto:clibugg@noccd.edu), with your suggested changes to the District's MVV statement.
3. Join Dr. Li-Bugg in-person at one of the three campus forums to provide your feedback. Information regarding the time and location of these forums will be forthcoming from the Office of the Vice Chancellor of Educational Services and Technology, so be sure to look for that email as well.

I thank you, in advance, for your active participation in this process. If you have any specific questions about the process, please feel free to contact Vice Chancellor Li-Bugg at 714-808-4787 or [clibugg@noccd.edu](mailto:clibugg@noccd.edu).

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