

Item 16

(Action Item)

Update on Commission's mission and vision statements

SUMMARY:

This item presents an updated California Student Aid Commission vision, mission and core values statement.

RECOMMENDATION:

Approve the proposed vision, mission, and core values statement:

Proposed Vision:

Harnessing California's diversity, talent, and resources to promote educational opportunity for all, fueling the state's economic vitality, success, and future.

(Current Vision: Toward a California that invests in educational opportunity, fosters an active, effective citizenry, and provides a higher quality of social and economic life for its citizens)

Proposed Mission:

Promoting educational equity and student success by making college affordable.

(Current Mission: Making education beyond high school financially accessible for all Californians)

Proposed Core Values:

Affordability
Equity
Student Success
Access
Choice
Empowerment
Future-ready
Customer-driven
Integrity
Empathy

California Student Aid Commission

BACKGROUND:

A strong vision, mission and values statement plays an important role in providing a focal point for an organization's north star and ensures everyone is working toward a common purpose. This helps keep the leadership, employees and all concerned focused on their core purpose, which in our case is providing students with financial aid so they can succeed in college.

A vision statement is typically more aspirational and reflects where the organization strives to go in the future. The mission statement describes the overall purpose of the organization and where it wants to go today.

The current vision and mission statements for CSAC have been in existence for about 20 years. There is general consensus that this vision and mission statement is due for an update. A few years ago, the Commission initiated a discussion about revising the vision and mission statement, but the work was not codified. Last summer 2019, the Commission revisited the topic during its strategic planning process and provided initial thoughts and suggestions for staff to further develop.

The Commission staff followed-up and worked on revising the vision and mission statement during a staff retreat. The staff came up with a preliminary set of statements and established a staff committee to refine this work. The staff also recommended adding a statement of core values that defines the work of the Commission. The proposed vision, mission and values statements have now been vetted and shared with all staff.

If approved by the Commission, the new vision, mission and core values will be prominently posted on the updated CSAC website.

RESPONSIBLE PERSON(S):

Marlene L. Garcia
Executive Director

ATTACHMENT(S):

Vision, Mission, Core Values PowerPoint