

IPEC Vision, Values, Mission and Goals (VVMG) Discussion

9/22/09

Current Vision

Brookdale Community College is a dynamic, responsive, community based postsecondary educational institution committed to excellence. Brookdale is a gateway offering access and opportunity for persons of all ages and backgrounds to pursue learning and enrichment; the College enables and empowers all persons to fulfill their aspirations to the maximum of their capabilities.

Proposed Vision

Brookdale, the County College of Monmouth, is a dynamic community college system committed to student success, lifelong learning, economic development and the common good of society. Brookdale Community College plays a transformative role in our community, providing educational, cultural and professional programs and offerings to enable, empower and inspire community members to fulfill their aspirations to the best of their ability.

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### Current Mission

Brookdale Community College is a comprehensive, public community college providing affordable, open access for all individuals to a wide variety of high-quality associate degree and certificate programs, and coursework, for both transfer and vocational entry opportunities.

The College also provides personal and economic growth through life-long learning, personal enrichment, and business and community development activities, in both credit and noncredit formats, at a wide variety of locations.

Through partnerships with other educational providers, Brookdale affords expanded access to post-associate degree learning at the baccalaureate and graduate levels, through joint admission and detailed course and program articulation.

As a learning-centered environment, characterized by teaching excellence, Brookdale provides assessment of student academic capabilities and offers basic skills development with access to a wide range of appropriate student and academic support systems, enabling the individual to have the full opportunity to succeed in postsecondary learning environments.

Brookdale Community College is committed to opportunity with excellence, opportunity with accessibility, and opportunity with appropriate support, to enable success.

### Proposed Mission

**Brookdale Community College provides a comprehensive array of quality, affordable educational choices leading to transfer and career opportunities, access to post-associate learning, lifelong learning, and community development. Brookdale is an open-access, future-oriented institution committed to student success and development in a socially diverse environment.**

## Current Values

### *We Value Students*

As a learner-centered institution, Brookdale focuses its efforts on the capability of all students to grow academically and personally while achieving success.

### *We Value Excellence*

Brookdale provides excellence in teaching and support services, enabling all students to have the opportunity to succeed.

### *We Value Freedom and Integrity*

Brookdale practices, at all times, the principles of academic freedom and freedom of speech. Brookdale is accountable for its programs and its services to students, its public, and its accrediting bodies, continually assessing outcomes in the context of vision, values, mission and goals.

### *We Value Diversity*

Brookdale incorporates experience with and exposure to a diverse, socially conscious, multicultural global society in its curricula and in its student life and cultural experiences.

Brookdale champions education and service to persons of all cultures and backgrounds, all ages and beliefs. And, through its affirmative efforts to build diversity in staffing, Brookdale seeks to represent the mosaic of many cultures and identities in one institution.

### *We Value Innovation*

Brookdale incorporates innovative and creative methods and processes to assure the currency of experience for all students engaged in the pursuit of learning and personal development.

Brookdale embraces technology as an enhancement of teaching and learning and as an enabling resource to provide effective access to service, information and knowledge.

### *We Value Our Employees*

Brookdale fosters a working environment that is professional, fair, stimulating, and challenging. The College takes pride in employees' competence, loyalty, dedication to service, and high level of integrity and it seeks to acknowledge these values through fairness, appropriate recognition, and respect.

### *We Value Communication and Inclusion*

Through collegial governance and the provision of a Student Life and Activities Board, all members of the Brookdale community have a role of influence in the College's future.

Through ongoing dialogue and discussion with all constituencies of the College, internal and external, Brookdale seeks to clearly represent all that it does and seeks to achieve.

### *We Value Our Legacy and History*

Brookdale recognizes its alumni as well as graduates as the primary outcome of its educational efforts. It encourages all who have benefited from the Brookdale experience to actively support the College's future while providing counsel and guidance.

Brookdale values all of its alumni, graduates, and attendees and their active support of the College's future by providing counsel and guidance. In addition, the College values its founding traditions of caring for individual students, engaging the entire County in the educational initiatives of the institution, maintaining an outstanding professional and support staff, and keeping on the forefront of educational innovation.

### *We Value Learning*

Learning is the core value of the Brookdale Mission. The College seeks to provide opportunities for all personnel of all ages, backgrounds and cultures to learn and grow through the College's courses, programs, activities and services.

## **Proposed Values**

These Values guide the Brookdale community in the fulfillment of our Mission; each being of equal weight and importance.

- **One Brookdale**  
Brookdale Community College values the philosophy of *One Brookdale*. *One Brookdale* represents a collective commitment by all employees to demonstrate a consistent, appropriate and comparable level of teaching and service excellence throughout the entire College, across all locations, creating a dynamic synergy of intent and action focused on student success.
- **Students and Student Success**  
Brookdale Community College values our students and their academic and personal success; their achievement is the hallmark of our mission.
- **Excellence in Teaching and Support Services**  
Brookdale Community College values teaching and service excellence and prepares learners with a broad range of knowledge, skills, and experiences through open access to a wide variety of diverse programs, services and experiences.
- **Diversity**  
Brookdale Community College values the diversity among the members of our community and chooses to build an inclusive, innovative and creative environment representative of a successful multicultural society.
- **Integrity**  
Brookdale Community College values our good name; placing fairness and honesty at the forefront as we assess and implement our policies, practices and plans. Operating within our culture of assessment, accreditation processes are embraced as a learning experience supporting the College's ability to sustain excellence and demonstrate accountability.
- **Our Employees**  
Brookdale Community College values our employees and their commitment to providing excellent service; they are enthusiastic, innovative and responsive to students and the institutional needs and the interests of our community.
- **Commitment to Collegial Governance**  
Brookdale Community College values the transparent decision-making, collaboration and collegiality fostered by College Governance which demonstrates an environment of mutual respect.
- **Our Legacy**  
Brookdale Community College values our legacy and history, alumni and the greater community; learning from our past as we expand and respond to challenges inherent in our future.
- **Our Role in Our Community**  
Brookdale Community College values our unique role in our community and commits to working with students, employees, clients, and our community to achieve common goals in education, diversity, economic development, strategic planning, stewardship and sustainability.