

Vision, Values, Mission and Goals

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.

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.

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.

Ongoing Institutional and Organizational Goals as Generated by the Vision, the Values, and the Mission

1. Commitment to the “Open Door

Brookdale is an “open door,” comprehensive community college with support services available to provide all individuals with a reasonable opportunity for success in fulfilling their academic goals.

2. Commitment to Student Achievement of Core Competencies for All Graduating Students

Brookdale, in its academic program, requires its graduates to think critically, communicate clearly, be capable of solving mathematical problems, illustrate the social skills necessary for personal and career success, be knowledgeable of historic, scientific, aesthetic, and global perspectives, demonstrate technological and information literacy, and be knowledgeable about the fundamental values of a democratic society.

3. Commitment to Outcomes Assessment

Brookdale is committed to assessing student outcomes to measure its levels of achievement in pursuing its vision and mission and preserving its values.

4. Commitment to Periodic Review and Staff Development

Brookdale encourages and strengthens the highest levels of teaching and service excellence through the employment of the most qualified and most skillful employees, periodic review of their performance, and appropriate development of efforts to enable them to continue their pursuit of excellence in teaching and service.

5. Commitment to Quality and Excellence

Brookdale unequivocally promotes quality in all programs, course offerings, and activities. Facilities are state-of-the-art, appropriately equipped, clean and safe. All employees represent the commitment to Brookdale quality through their professional actions and behavior as well as their commitment to students and the community.

6. Commitment to the Appropriate Incorporation of Technology in Learning Environment and in Operation.

Brookdale incorporates and uses technology in its academic and learning environments as well as its operations, not just as an end in itself but as a means of exposing students to technology’s use in learning, research, and vocational applications, and as a tool for improving communications and expanding knowledge and skills. Further, operational technology is directed toward creating improved services to students and members of the community, as well as improving the efficiency, effectiveness, and diversity of services Brookdale can provide.

7. Commitment to the “Total” Student

Brookdale is committed to the development of the whole student—intellectually, culturally, and socially—including access to opportunities to enhance wellness and physical development. Through the provision of a comprehensive student life and activity program, cultural events, intercollegiate athletics, international experiences, intramurals, fitness, and general health services programs and information, and counseling, the College enables the full capabilities of the student and members of the community to grow and thrive socially.

8. Commitment to Extended Access in the Context of “One Brookdale”

Through its community-based and comprehensive Learning Centers, Brookdale provides extended access to all persons in Monmouth County and central New Jersey. Although Brookdale’s primary location continues to be the Lincroft campus, the Learning Centers are an integral part of “One Brookdale,” an institutional commitment to achieve a consistent and comparable level of quality and appropriate levels of service at all sites. The Centers are a coordinated, integrated network of locations committed to common values, common levels of quality and service, and a common institutional mission operating within the framework of common rules and governance. Community Learning Centers are specifically responsible for learning and activity that may be unique to that community. In addition to their community role, Comprehensive Learning Centers may provide access to full degree programs through the College’s partnerships with other higher education institutions. “One Brookdale” represents a commitment to achieve a consistent and comparable level of quality and appropriate levels of service at all sites.

9. Commitment to Economic Growth

Brookdale develops and promotes, in the context of its mission, the economic growth and vitality of Monmouth County. The College seeks active partnerships with agencies, businesses, and other educational institutions to strengthen its capability to enhance the economic capability of the region as well as other intellectual and cultural opportunities to strengthen the community.

10. Commitment to Effective and Efficient Management and Maintenance of Accrediting Standards

Brookdale maintains an efficiently and effectively managed environment. It is compliant with all laws and regulations governing higher education in New Jersey and the United States, and it meets or exceeds all standards stipulated by the Middle States Association of Colleges and Universities as well as other accreditation bodies certifying Brookdale programs and services.