

Measuring our Vision, Core Values, and Institutional Goals

The following are random thoughts from the Committee on Institutional Research & Assessment as we discussed the need and means of assessing LBC's Vision, Core Values, and Institutional Goals.

Question for CIRA: Do we need to assess our vision statement? While the data we have indicates we may be a premier *Bible college*, data from the SSI does not necessarily indicate we are a premier *learning community* compared to all other institutions in the study.

- My understanding is that a Vision Statement is partially aspirational. If we aspire to get there and the data shows we might not be at that point, I think attention needs to be given in that area. Either that, or the vision has changed.
- Perhaps the SSI is not the most effective tool for us to evaluate our Vision Statement on...I don't think that the questions regarding expectation, satisfaction, or "If you had to do it over, would you enroll here again?" really explains whether or not we are fulfilling our vision.
- A vision is just that... a vision. It should guide our practices and give us something to strive for. A vision is a future tense statement. We cannot read the future. We can however, track our progress for our vision. If we define our terms... what do we mean by Premiere? Then we have a standard by which we can be measured to determine progress toward that goal. Once that goal is reached it is no longer a vision but a reality and a new vision must be developed.
- I am not sure we can assess the statement unless we actually have hard goals other than, "Be better than other ABHE schools". How much better do we want to be? Is the SSI a satisfactory instrument to assess learning community? Are we focusing on the learning aspect of the community or the community aspect of the learning? Learning can be measured by grades, and where a student is coming into the institution and where the student is leaving the institution. The measure of community might fall under the SSI, but isn't the SSI a measure of what their experience has been against their expectation?
- A Vision Statement is looking at what we are becoming. It is important to see if we are moving forward. I don't see attainment as the issue at this point; rather we should be looking at trends – upwards, downwards, plateau – and then look at comparison to others. Also, I am not sure that we want to compare to all institutions. I would want us to be ahead re: ABHE schools, but we do need to ask, premier as compared to whom?
- The definition of Premier, in specifics, would be of help as one measures vision.
- The development of head-heart-hand of a graduate would be a good measure tool.
- I think we are taking the right steps to improve what we do and offer.
 - > Alumni relationships
 - > Leadership development while here at LBC.
 - > Better Student Services at LBC.
 - > It's an on going process to become better

Question for CIRA: Consideration is being given to eliminating these (Core Values). Do you feel it is important to measure them?

- If we are saying that these values are at the core of how LBC defines itself, and it is a significant part of our “brand identity” we must assess these statements to determine how accurately our values are represented in the reality of the operating institution. Though I think that many of these values are evaluated in other sections of this report, that data should still be correlated to support these claims about who we are. If these core values are not proven, they become more of a Vision statement, a wish list, than an accurate description of LBC.
- I think some of these play directly into our mission and vision...to me they are worth measuring.
- I feel it is important to measure these, if for nothing else as they are indirect measurements of the mission and vision. They are important characteristics of what a missional student is looking for or at least expecting when they come to LBC.
- This is emphasized regularly (e.g., with new faculty in *Building Community*). We should not advertise something we are not delivering, whether internally or externally. Obviously, some of these are difficult to assess, but it is worth the attempt.

Question for CIRA: Consideration is being given to eliminating these (Institutional Goals). Do you feel it is important to measure them? Are there other ways we can measure and assess these goals?

- Yes, it is important to measure them.
- This information can be important, if we are willing to improve in the areas that need it.
- Again, if we advertise these, we should be doing them (and showing that we are).
- Really, what is the value of having goals that you don't access? If you are considering eliminating the goals, I think many of these are subsumed under Core Values, program goals and the like and so may be redundant. However, the Institutional Goals provide a framework for what the college values and can and has been used to guide and evaluate programmatic goals. Again, a thorough tracking of programmatic, course and assignment objectives that line up with the Institutional Goals can provide data to support that the institutional goals are being met.
- I feel it is important to measure these, now if they are being measured through other COAP's they wouldn't have to be measured here. But if they aren't measured elsewhere then yes they need to be measured. Again, if for nothing else then to be indirect evidence of vision and mission.
- Can we use outside financial audits and IPED's, ABHE and MSA annual reporting to make a case for maintaining God honoring resources? At least in comparing them to other institutions and even to goals LBC might pull from scripture on being stewards.
- Can we measure touches in the community as an indicator of being a Christian influence in Lancaster? This could be done for a measure of influence in surrounding counties?
- Can 5 and 10 year strategic planning be audited in some fashion against the mission of the institution? (A COAP on strategic planning?)