



March 13, 2017

President's Waypoint: SBCC Vision Statement!

"Santa Barbara City College strives to build a socially conscious community where knowledge and respect empower individuals to transform our world."

I'm thrilled to report a significant College waypoint: Our new vision statement (above)! While our "mission statement" describes current College functions, the vision statement is about our future. It is a public declaration of our achievable aspirations, our journey ahead, our future state, our goals, and our ambitions based on our environment and our shared values. The vision statement is a bold, meaningful, and provocative assertion of our intentions.

Given what a vision statement represents, it is easy to see why its development is taken very seriously at the College. In fact, development of our 21-word vision statement represents a tremendous College-wide effort, spanning nearly seven months from August 18, 2016 to March 9, 2017, when it was finally approved by the Board of Trustees. Some 1300 people, including 900 students and 400 faculty, staff, administrators, and trustees provided input in development of the SBCC vision statement. Surveys, forums, writing committees, etc., were all part of the process. Thank you for your participation! In the end, we now have a shared College vision statement that can guide, motivate, and inspire us going forward.

While the vision statement was just approved at last Thursday's Board meeting, last Friday, the day after, faculty and students wasted no time in figuring out ways to bring the vision statement to life. I was amazed to learn at the Honors Advisory Committee meeting that Dr. Melanie Eckford-Prossor, English Professor and Director of Honors, Dr. Cameron Sublett, English Professor, and others discussed ways to partner across the College to incorporate vision statement elements in learning. This is exactly what a shared vision statement is supposed to do – inspire and galvanize all of us around ideas.

Finally, I want to offer some general thoughts about the vision statement and its use. First, any engagement with the vision statement should be strictly voluntary. You can certainly go about your business at the College, and be successful, and never think about the vision for the College ever again. Second, the hope is that the classified, managers, students, and faculty will engage with the vision statement and determine how to support it. We very much hope that interested faculty will, in their judgment, highlight and connect the class content with the social and civics aspects that may arise. I understand that many faculty already do. This can relate to countless aspects across the curriculum such as environmental justice related to poverty, the mathematics of homelessness, the biology of hunger, art around border issues, the psychology of human trafficking, the economics of health care, and so on. Certainly, this aspect of the vision is rich for learning communities! Third, an intricate aspect of the vision statement is knowledge and respect. These are the missing elements in the national dialog, prompting folks to take the route of simply becoming more deeply entrenched in partisan politics without fully hearing or understanding the other side. A last thought related to the vision statement is the important aspiration that all students will be able to understand and articulate all sides of an argument and

do so with excellence. If a student can argue all sides of a controversial matter in an informed way that a panel of content experts could not determine what views, values, or politics the student may hold, we have accomplished a significant student learning outcome of which we can all be very proud. Thank you to all who participated in development of our shared vision. We made history in this significant accomplishment!

Together forward,

A handwritten signature in blue ink, appearing to read "Anthony", with a large, sweeping initial "A" that loops back.

Anthony E. Beebe, Superintendent/President
Santa Barbara City College