

SWOT – Strengths by Frequency

<i>Rank</i>	<i>Theme</i>	<i>Number of Mentions</i>
1	Excellent Faculty	35
2	Affordable	33
3	Academic Excellence	32
4	Tutoring Services	25
5	Quality Education	24
6	Prepares Students for Transfer	20
7	Community Involvement	18
8	Variety of Programs	17
9	Friendly-Care about Students	14
10	Student Activities	13

SWOT – Weaknesses by Frequency

<i>Rank</i>	<i>Theme</i>	<i>Number of Mentions</i>
1	Increase Program Offerings	51
2	Parking	46
3	Need to Expand Marketing	45
4	Internal Collaboration/Communication	28
5	Tutoring Center Hours & Accessibility	19
6	Pay Equity	18
7	Scheduling Issues	17
8	Tuition Cost	17
9	Food Variety	12
10	More Full-Time Faculty	12

SWOT – Opportunities by Frequency

<i>Rank</i>	<i>Theme</i>	<i>Number of Mentions</i>
1	Expand Program Offerings	25
2	Community Alignment & Partnerships	25
3	Adapt to Business & Industry Changes	21
4	UHV Collaboration	15
5	Marketing & Recruitment	13
6	Institute Guided Pathways	10
7	Recognize Shifting Service Area Demographics	10
8	Technology Utilization	9
9	Service Area Growth	8
10	Expand the Physical Campus (VC & Gonzales)	8

SWOT – Threats by Frequency

<i>Rank</i>	<i>Theme</i>	<i>Number of Mentions</i>
1	Business & Industry Changes	40
2	Managing UHV Relationship	38
3	Funding	25
4	Tuition Cost	16
5	Program Cuts	16
6	Student Readiness	14
7	Rapidly Changing Service Area	14
8	Changing Technology	13
9	Lowering Academic Standards	12
10	Dual-Credit Recruiting	8

Words/Phrases Used by Respondents to Describe Vision

Academic	Central Training Center For The Area	Community
Accepting, Successful, Loved	Clarity	Community Of Learners
Advancing	Collaborative	Competitive
Affordable	Commitment	Culture Of Inquiry
Approachable	Commitment; Excellence; Community	Cutting Edge
Helpful	Leading/Driving Student Advancement	Outside Of The Box Thinking
High-Tech	Loved	Outstanding
Informational	Well Rounded	Recommended
Innovative	Mirror Community Needs	Resourceful
Inviting	Nurturing	Respectful Of Traditions
Diverse	Expand Programs	Responsive
Empowering	Flexibility	Stable
Enriching Lives	Forward Thinking	Strong Community Presence
Exceeding Boundaries	Fun	Team Focused
Excellence	Future Driven	
Response To Changing Economic Needs	Technologically Advanced	

Example Vision Statements Given by Respondents

The Golden Crescent's Prime Institution Of Higher Education.

To Aim To Be One Of The Most Respected Community Colleges Because They Care About Their Community And Its Students.

To Be A Leader In Vocational And Academic Courses For Students In The Crossroads Area.

To Be The Avenue To A Successful Future.

To Be The Best

To Be The Best Educational Institution At Providing Opportunity For All Potential Students To Become Successful

To Be The Choice For Education For Victoria And The Surrounding Areas.

To Be The Choice Of Higher Education To Receive The Education And Skills Needed To Live A Better Life.

To Be The College Students Want To Come To Because Of Great Learning, Fun Times, Cool Creative Activities, And Awesome Tutoring

To Be The Community's College Of Choice.

To Be The Crossroads Best And Most Diverse Junior College.

To Be The First Choice In Education

To Be The Hometown College Without Having To Leave The County

To Be The Safest, Friendliest Junior College In The Region Where Students Enjoy Coming To!

To Be The Recognized Leader In Undergraduate And Career Development Education.

To Become A College With Accessible Parking And A Safe Place To Be.

To Become A First Choice For Students Who Want To Get A Higher Education.

To Become A Higher Education Organization That Has Helped More Local Students Seek Higher Education And Successfully Start A Career In The Field Of Their Choice Than Any Other Local Colleges.

To Become The First Choice For Students.

To Become The Junior College Of Choice For The State Of Texas And Beyond.

To Become The State's Most Affordable (To All Regardless Of The Program They Are Enrolled In) Community College Providing Courses With High Academic Standards That Prepare Students To Be Responsible And Productive Citizens. This Survey Was Submitted By Leann Wagner Dean Of Allied Health (Ret.)

To Become The Top Community College In Both Academics And The Arts.

To Become The United States Most Successful, Most Innovated Two-Year College.

To Become This Areas Top College For Students To Come And Be A Part Of The Amazing Programs We Have.

To Consistently Deliver Quality, Affordable Education That Empowers Graduates And Meets Local Workforce Needs.

To Continually Exceed Its Standards For Academic Excellence And Honesty And Transparency With The Community.

To Enlighten And Enhance The Minds Of Students So They Can Continue To Pass Knowledge On To The Next Generation.

To Offer A Quality Education To Anyone Who Desires It.

To Prepare And Enhance Students Abilities And Potential In The Workforce.

To Provide Equitable And Life Changing Educational Opportunities For Our Diverse Population.

To Provide Students With A Cost Effective Quality Education And To Provide Resources That Will Assist Students In Reaching Their Full Potential.

Top-Notch Quality Education At An Affordable Price

Useful

VC = The First School People Think Of For Learning Opportunities

Victoria College - Opportunities For Every Student

Victoria College 'S Vision To Become The Most Innovated, The Most Effective Community College In The U.S.

Victoria College Vision Should Be: The Most Accommodating Junior College Where Students Go Further And Can Make A Good Living Upon Completion Without Breaking The Bank.

Victoria College's Goal "Is That Every Student After Taking Courses In The Academics Or Workforce Programs Feels That They Can Be Successful In Continuing Their Education Or Participate In The Workforce. This Survey Was Submitted By Harry A. Wagner Professor Emeritus
Geology/Environmental Science

We Never Stop Trying To Become The Best 2 Year College In South Texas

Well-Rounded

Your Future Begins At VC

Example Vision Statements

Corporate

Toys 'R' Us

Our vision is to put joy in kids' hearts and a smile on parents' faces.

Google Vision Statement

To develop a perfect search engine.

Apple Vision Statement

Apple is committed to bringing the best personal computing experience (to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings).

FedEx Vision Statement

Leading the way

Nokia Vision Statement

Connecting people and Very Human Technology

Southwest Airlines

To become the World's Most Loved, Most Flown, and Most Profitable Airline.

Harvard Motto

Veritas (Latin for "truth")

Aspen Prize Winners and Nominees

Santa Fe College (FL)

None

Lake Area Technical Institute (SD)

Lake Area Technical Institute will be the leader in technical education working in partnership with business and industry and all levels of education. Lake Area Tech staff will integrate the latest technology and methods of delivering quality education to meet emerging global workforce demands. Lake Area Tech will continue to develop marketing strategies to promote technical education and will maintain excellence in all programs.

West Kentucky Community and Technical College (KY)

West Kentucky Community and Technical College will empower individuals to achieve excellence through innovative and equitable learning opportunities and will continue to be a nationally preeminent community college.

Kennedy-King College, City Colleges of Chicago (IL)

None

Brazosport College (TX)

The College of Choice.

As the College of Choice, the Brazosport College board, faculty, and staff will be broadly engaged in supporting all students intellectually, socially, and culturally, preparing them to thrive within the global community. As a national leader of student success initiatives, the College will develop lifelong learners and prepare competitive graduates for tomorrow's workforce.

El Paso Community College (TX)

The El Paso County Community College District will be the progressive leader in high-quality, innovative, educational opportunities in response to our border community.

Hostos Community College, City University of New York (NY)

None

Indian River State College (FL)

None

Olympic College (WA)

At Olympic College we envision learning as a life enhancing journey of discovery where:

I. Our students are life-long learners in a global society.

To realize our vision, we will focus on student learning and success, promoting learning through accessible education, personalized service, adaptive and innovative teaching, and an ongoing commitment to academic excellence.

II. Our employees are empowered to achieve the college mission.

To realize our vision, we will appreciate and value our employees, providing opportunities to enhance professional skills, encouraging learning and advancement, and prioritizing and sharing institutional resources.

III. Our community recognizes the college as its cornerstone of learning.

To realize our vision, we will develop strong community partnerships and fulfill our role as a cultural center, enriching those we serve by creating relevant educational options and bringing a diverse array of activities to the region.

Renton Technical College (WA)

Renton Technical College will be the premier technical college in Washington State preparing students for certificates, associate and baccalaureate technical degrees

Santa Barbara City College (CA)

Vision & Mission Statement

Santa Barbara City College is committed to being a model community college for the 21st century. SBCC will provide many ways for students to access the college's high-quality and affordable higher education programs. Students will achieve academic success in greater numbers as they prepare for transfer, and acquire occupational competencies and the academic skills required for succeeding in higher education. The college will develop new ways to fully respond to the needs of its community. Such efforts will focus on a comprehensive continuing (adult) education program and targeted programs to provide economic development.

As a model community college, SBCC will serve all segments of its community while expanding its efforts to meet the educational needs of traditionally under-served groups. To achieve unprecedented levels of community responsiveness, SBCC will collaborate with local organizations to identify and respond with programs to meet educational needs. The college will operate knowing that it is a part of the larger community. The college's development and operations will be consistent with the environmental well-being of our larger community.

The college will continue to value and promote educational change and innovation that increases the quality, efficiency and effectiveness of its programs. The following four core values will continue to guide institutional decision-making:

1. A commitment to excellence in all that the college undertakes;
2. A focus on students in determining policies, practices and programs;
3. A commitment to faculty and staff collaboration and collegiality; and
4. An environment that is both psychologically and physically supportive of faculty, students and staff.

SBCC will achieve its goal of becoming a model community college by capitalizing on the strengths of its culture and values and its mission by becoming a fully technologically enabled institution. The potential of technology will be leveraged to provide students with maximum possible independence and college responsiveness to meet the student's educational objectives. Technology will be applied to increase the college's efficiency, effectiveness and communication, and to build a community of students, faculty and staff, all of whom are committed to educational excellence and student success.

Valencia College (FL)

Valencia is a premier learning college that transforms lives, strengthens community, and inspires individuals to excellence.

Walla Walla Community College (WA)

Walla Walla Community College will be the catalyst that transforms our students' lives and the communities we serve.

Kingsborough Community College, City University of New York (NY)

None

Lake Area Technical Institute (SD)

Lake Area Technical Institute will be the leader in technical education working in partnership with business and industry and all levels of education. Lake Area Tech staff will integrate the latest technology and methods of delivering quality education to meet emerging global workforce demands. Lake Area Tech will continue to develop marketing strategies to promote technical education and will maintain excellence in all programs.

Miami Dade College (FL)

The Vision of Miami Dade College is to be a college of excellence, renowned for its Values:

An exceptional learning environment in which students are challenged and empowered through innovation, state-of-the-art technologies, teaching excellence and student support programs that prepare each student with the knowledge, skills and values to succeed in a dynamic world.

A culture of inquiry and evidence that is characterized by the commitment of faculty, staff and students to accountability for learning excellence through the achievement of measurable learning outcomes, innovative assessment methods and data-driven decisions that foster adaptability in programs and services.

An exceptional work environment that makes MDC the “employer of choice” for an exemplary, diverse workforce that is engaged in and accountable for the quality of MDC’s learning environment, and that benefits from excellent support, state-of-the-art technologies, growth opportunities and a competitive compensation program.

Quality community partnerships that serve as the foundation for the development of relevant workforce, cultural and civic programs to foster community service and create a pervasive understanding throughout the greater Miami-Dade County community of the essential importance of education.

A commitment to cultural initiatives that complement academics and promote the advancement and appreciation of the arts, thereby contributing to the richness of our multicultural community.

Sustainability practices that distinguish Miami Dade College as a leading innovator in educating our students as contributors to a healthy planet, and as an institution that accepts its responsibility to preserve the natural environment.

Resource development and operational efficiencies that ensure effective support for the College's long-term efforts to provide an innovative and exemplary learning environment.

Global reach and awareness that enrich the curriculum and provide a truly international perspective to students.

West Kentucky Community and Technical College (KY)

West Kentucky Community and Technical College will empower individuals to achieve excellence through innovative and equitable learning opportunities and will continue to be a nationally preeminent community college.

Top Texas Colleges

Wharton

We will build the highest quality team of faculty and staff and provide a learning environment rich in innovative technology to ensure each student in our diverse and dynamic service area has the opportunity to achieve the pinnacle of his or her educational dreams.

Northwest Vista College

Vision of the Alamo Colleges

The Alamo Colleges will be the best in the nation in Student Success and Performance Excellence.

Northwest Vista College Learning Vision

To become responsible members of our world community, we create exemplary models for:

Learning to Be...

Learning to Work...

Learning to Serve...

Learning to Lead...

Together.

San Jacinto

San Jacinto College will be the leader in educational excellence and in the achievement of equity among diverse populations. We will empower students to achieve their goals, redefine their expectations, and encourage their exploration of new opportunities. Our passions are people, learning, innovation, and continuous improvement.

Jacksonville College

None

Victoria College

None