

<b>MISSION STATEMENT SURVEY 2014</b>														
<b>ID #</b>	<b>Question # 1</b>	<b>F/ S</b>	academic concerns	co-curricular concerns	wording	length	history	catholic identity	WHO	WHAT	HOW	FOR WHOM	WHY	other
90	Some contemporary charm similar to "founded for the sons of coal miners" needs to be made.	F					X							
91	A primary emphasis on education! It reads more like the mission statement of a seminary than a college. Who was your perceived target audience? The statement is too stiff and religious - "animated and guided?"	F			X			X						
95	For your sake nothing as far as I am concerned. I believe the work the committee has done a great job in putting the mission statement together	F												X
98	I see nothing missing. I applaud the committee's work. This is an excellent statement.	F												X
99	First paragraph says "major programs across the arts and sciences" then mentions "nationally accredited..." Seems to ignore business school majors even if they are accredites. Business should be mentioned in the "major programs" sentence.	F	X											
100	I disagree with the decision to not self identify as a "liberal arts" institution because truly "lib arts" schools don't offer professional programs. There are hard and soft understandings of that designation - as some peer institutions recognize and exploit.	F	X											
101	Clearer emphasis on liberal arts as foundation. Clearer emphasis on serving under-privileged populations, including better sense of history - sons and daughters of coal miners. Better explanations of what we mean preparing students for "world" - global family? - in 21st century we need to emphasize "global" at all levels	F	X				X					X		
104	No mention of providing an affordable educating to less-affluent students.	F					X					X		

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106	The discussion of graduate education would seem to follow the same as undergraduate. How will the current and future graduate programs fulfill the outcomes discussed?	F	X											
108	Nothing is missing.	F												X
109	"Form" graduates? Another less factory sounding word would be better. Mold, maybe?	F			X									
111	The mission statement could do a better job of high-lighting the College's commitment to educating those who would be first generation college students or otherwise come from backgrounds where finding the money to go to college would be a problem.	F										X		
112	This gets across the points you are trying to make.	F												X
113	For whom do we do it? Don't really address the school's mission to other stakeholders: Faculty, Administrators/Staff, Society	F										X		
114	The phrase, "King's is concerned to form graduates who will..." is too vague to be meaningful. In addition, King's does not "form" people - it "mentors" or "supports the formation of " graduates, or "provides an opportunity for graduates to develop into alumni who will..."	F			X									
115	Perhaps something should be included in the section on what makes King's Catholic a statement about King's relationship to the local Church and her guidance by the Magisterium.	F						X						



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163	In a word, "spirit" or "soul". I understand and respect the sentiments of the draft document and nod affirmatively to what's presented. So, please do not receive my comments here as negation or rejection of the committee's work. I am very grateful. I also agree with much if not all of what is here. Still, I have concern about the document, and I've questioned myself, in anticipating this response, if my concern with the draft is more a matter of vision for the future (i.e., as in the vision of a strategic plan) and thus not relevant to your solicitation, or if my concern is in fact about the statement of institutional mission beyond the purposes of our various documentations and assessments. My concern may well be more visionary. However, a mission statement is an identity statement, and in my view, this statement does not possess an esprit de corps to motivate or, perhaps more to my point, inspire a creative navigation of the complex marketplace of higher education. It is language that, to my experience, is easy to ignore and difficult to relate to outside the nod of agreement. Might there be another step in this process for us to creatively delve into a more dynamic self-definition come, let's say, of the joy of learning; something countercultural (lively learning) to the imposing credential-focus and diversification of the current market?	F												X
166	No suggestions - seems comprehensive & sufficient as drafted	F												X
173	Well Said!	F												X
175	It is great the way it is.	F												X
176	Is King's College still focusing on First Generation college bound students?	F					X					X		







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153	Liberal Arts education is missing. I thought having a part with "to achieve its mission" was important.	S	X											X
155	Student outcomes not mentioned - Service not mentioned.	S		X										
164	N/A It addresses all 5 main points clearly.	S												X
165	Well Done	S												X
168	Not enough info to comment that well on.	S												X
169	All covered - from A to Z	S												X
170	I think It hits all the important points of King's. Thank you.	S												X
171	Not enough information is included for me to comment	S												X
172	Nothing - it looks great.	S												X
174	Nothing I can think of.	S												X
182	Tradition of attracting first-generation college students.	S					X					X		
183	The co-curricular is extremely limited and focus upon OVS and Campus Ministry. It is too narrow - needs to include engaging students in activities , leadership, development. Sorry, do agree it can be assessed team building, apply any classroom teaching to the experience.	S		X										
184	I would suggest adding the phrase (or something like it) to the following: "Since its founding in 1946 for the sons of coal miners..." I think capturing our history is important.	S					X					X		
185	A clearer "profile" of our intended student body would be helpful'	S										X		



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186	The mission statement is all well and good, but words on a piece of paper, does not make us who we are and what we represent unless action is applied to doing the works of the Lord. We need all to be challenged to change the lives of the students by encouraging them to attend mass and give of their time to the community. And when I say all, I mean the RA's, Faculty and Staff. How we respond to their needs can truly make a big difference in their lives.	S												X
150	Nothing is missing. In my opinion it is overreaching. Unmemorable. Because it is so long and tries to describe everything, it describes nothing. I don't see how this mission statement will empower me to do my job better. Or inspire someone to donate. Or make someone want to enroll. I would not be able to easily describe the College to my friends and neighbors, much less a broader community.	S			X	X							X	











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116	In light of increased awareness and care for students who question their identity as a "man" or a "woman" , perhaps the language in Paragraph 3 could read "...education to students..." It could be worth adding some reference to the "network of Holy Cross colleges & universities."	F			X									
117	I think it is done very well. The only comment I have is that the phrase "... concerned to form graduates..." doesn't seem to flow well (middle of 4th paragraph). Consider somehow replacing with "care" or "committed". I'm not a fan of the word "concern" in this context.	F			X									
118	The whole thing, while not bad, feels a little too general & weak to me. I think this is caused by an abundance of weak verbs in the 2nd, 3rd, & 4th paragraphs. See enclosed. (And apologies if I am being too much of an editor for the purposes of this exercise.)	F			X									
119	The first sentence/paragraph is rather cumbersome. Could it not be broken into more effective sharp declarative sentences? It is too chunky with particulars. We must be more aspirational right at the beginning - details can come in later paragraphs. Change double use of "personal" in second sentence/paragraph? The Holy Cross order mission statement should be identified as the source of "transforming minds and hearts.." in the 5th paragraph. And the quote should be corrected - in the original is it not "Transforms"? (And repeating similar words from the fourth paragraph seems a bit redundant).	F			X			X						

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120	F			X	X								

I think it needs to be about 95% shorter. I am having a hard time understanding why the committee has chosen to craft such a long statement. Every source I have consulted about writing mission statements indicates that it should be one or two sentences at most. Here's a website that lists the mission statements of 50 top non-profit organizations: <http://topnonprofits.com/examples/nonprofit-mission-statements/> The common theme among these mission statements is brevity. I concede that it's possible that the committee is consulting different sources that recommend a multi-paragraph, page-long mission statement. If so, I would appreciate it if the committee would share those sources with the College community, or share any other evidence that this is the new, best practice in business and higher education. I'm sure that, if he hasn't been involved already, Pat Farrell would be an invaluable resource to use marketing strategies in this process. In addition to my concerns about doing the opposite of accepted practice, I'm dreadfully concerned that such a long mission statement makes it impossible for our target audience (especially prospective students ) to understand our mission at all. A mission statement explains "what we do", so it should be concise, powerful, clear, and memorable. It's an elevator pitch, a way too explain King's College to someone in less than 60 seconds in a way that they'll latch on to. I would be fine with a statement that is followed up with a few paragraphs of details, but I can't fathom how a page-long statement will have the effect that we should be looking for. The 3rd paragraph (with minor changes) could, by itself, serve as a starting point for a new mission statement: King's College provides an outstanding Catholic education to men and women of all religious, social, cultural, and economic backgrounds." An alternative could be crafted from some of the marketing materials King's is using: "King's College provides personalized attention, a caring community, and professional preparation for tomorrow's brightest careers." I appreciate your efforts and the opportunity to give feedback. I know it's easy (and in many ways unfair) for me to armchair quarterback your work.







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167	We need to live it.	F												X
122	The mission statement is just a piece of paper - what matters is it's implementation! Do you feel it? Do you live it? Do you believe it? How many people could give you an accurate description of the founding of this institution?	S												X
123	I have concerns with the word "animated", and with the phrases "is concerned to form graduates," and "witnesses to truth". My suggestion is to remove "animated" and keep "guided by..." King's strives to form graduates. I'm not sure what verb might work better than "witnesses" but that phrase throws the whole sentence off.	S			X									
124	I don't like the first sentence "animated and guided by the charism". Use other language. Not sure what this means.	S			X									
125	Suggest "persons" instead of men and women.	S			X									
126	After reading both the draft of the King's College mission statement and King's as Catholic and Holy Cross, the terms used (charism, fidelity, zeal, ecumenical, and pedagogy) are not words most understand the true meaning of. Could softer words be used?	S			X									
127	At present it seems King's College does a decent job of following such a Mission Statement. Unfortunately to only a handful of students. We seem to cater to the few rather than the whole. We back a certain few and let the rest fend for themselves. We need to focus on the whole.	S												X
128	"How we do it" and "For whom do we do it" could be a little more detailed.	S									X	X		







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149	<p>Having a title for a section made me think that part was an addendum rather than part of the actual Mission Statement. That was reinforced for me as #3 talks about being Catholic and #5 expands on Holy Cross. That (#5) also ends with possible tag line quotes so I expected it to be a final statement paragraph to leave a positive impression on people. I would be tempted to move the final paragraph to be 2nd or 3rd paragraph and move the two paragraphs about being Catholic together as well.</p>	S			X									
150	<p>You have a succinct message when you include Fr. Connerton's "King's teaches it students not only how to make a living but how to live." Or maybe that's the T-Shirt. Certainly this is not an easy task! But who we are, what we are, why and how we do it can be said more concisely. As a Catholic institution of higher education, King's College honors faith and reason by pursuing excellence in education through rigorous core curriculum in the liberal arts and sciences, nationally accredited professional programs at the undergraduate and graduate levels, and by transforming students of all backgrounds into individuals who cultivate their God-given talents to serve the common good and lead purpose-filled lives. As a community of educators, King's College is dedicated to fostering life-long professional and personal relationships as part of the student experience. Our community is characterized by our common mission and familial concern for every person. Because we are a Holy Cross institution, King's College transforms minds and hearts with zeal, bringing hope to a world in need.</p>	S			X	X								X

