

2.4 The institution has a clearly defined, comprehensive, and published mission statement that is specific to the institution and appropriate for higher education. The mission addresses teaching and learning and, where applicable, research and public service. **(Institutional Mission)**

Compliance Status: Compliance

The College of Coastal Georgia's new mission statement – representing the core principles of an access institution, while incorporating goals to become a destination institution with strong scholarship, community linkages, and exemplary student development – was approved by the USG Board of Regents in [August 2009](#), and reads:

As a state college of the University System of Georgia, the College of Coastal Georgia offers targeted baccalaureate programs of study, pre-baccalaureate programs of study for transfer, associate of arts and associate of science degrees, and serves as a portal to graduate education. It is the mission of the College to:

- *Foster academic excellence and individual development in a supportive environment that expands access to higher education and career preparation and enriches student lives;*
- *Investigate, capture and disseminate 21st century knowledge and skills, blending student-centered classroom education and innovative service learning to provide students with a solid foundation to support lifelong learning and leadership and appreciation for social responsibility, global awareness, diversity, and engaged entrepreneurship;*
- *Provide accessible and affordable higher education to a wide spectrum of learners, from recent high school graduates to returning adults; and*
- *Engage actively with the community and region through many avenues, including professional development programs, economic development partnerships, service learning, public service activities, early college programs, applied scholarship, and cultural enrichment experiences.*

The mission statement is featured prominently in several publications, including the [College of Coastal Georgia Statutes](#), [2010-2011 College of Coastal Georgia Catalog](#), [2009-2010 College of Coastal Georgia Fact Book](#), [2010-2011 College of Coastal Georgia Full-Time Faculty Handbook](#), [2010-2011 College of Coastal Georgia Part-Time Faculty Handbook](#), [2010-2011 College of Coastal Georgia Student Handbook](#), and under the "[About the College – Mission](#)" link on the College's website.

The mission statement is reviewed periodically by the President's Cabinet, a broad-based College committee representing faculty, administrators, and staff, and also the College's Committee on Institutional Effectiveness to ensure that it accurately represents institutional characteristics which are specific to the College, as well as those characteristics it shares with its counterpart institutions in the USG. Changes to the mission statement must be approved by the Board of Regents.

The mission statement resulted from work on the part of the campus-community Strategic Master Planning Committee, which included faculty, staff and student representation, and President's Cabinet; with the latter affirming the revised mission. The addition of baccalaureate degree programs has had a positive impact on the College's belief in its ability to achieve its mission and contribute in a more direct way to regional development.

Augmenting the College's mission statement are its core values that frame the mission and vision and guide the institution through changing times and priority setting:

Core Values

- *Quality Education*
Commitment to providing high-quality, innovative, and flexible educational opportunities and services in an accessible student-centered environment, creating a climate of discovery that values and embraces both inquiry and creativity; expect students to take active responsibility for their education; foster close student-teacher bonds; offer ongoing assessment of academic programs; integrate all programs that promote student access and success
- *Experiential Learning*
Integrate meaningful experiential and holistic community service on campus and in the broader community with instruction and reflection to enrich the learning experience, fostering an attitude of generosity in service, teaching civic responsibility and strengthening communities
- *Global Awareness*
Commitment to providing value-added education by promoting cross-cultural understanding, fostering respect and appreciation among and between students, faculty and staff, and cultivating collaborative relationships with international programs and global communities
- *Leadership*
Advocate leadership roles that uphold professionalism, responsibility and motivation through enhanced skills in organizing, planning, problem-solving, and communicating to prepare students to meet tomorrow's workforce and the region's evolving development needs
- *Entrepreneurship*
Infuse exploration and innovation across the educational process while anchoring these entrepreneurial strategies in social and community purposes

Vision

- The College of Coastal Georgia will be a college of choice for students within Georgia and beyond, providing an outstanding education for tomorrow's leaders and citizens through service learning, global awareness, and engaged entrepreneurship.

Developing an effective vision statement involves *thinking strategically* about the future of the institution and where it is going. Developing a *strategic vision* entails creating a roadmap of where the institution is headed and why, providing long-term direction, and giving the institution a strong identity. The vision describes where the College wants to go in the future. As such, it adds a “stretch” element to the mission that provides direction to future initiatives.

Supporting Documentation

[Meeting Minutes from the USG Board of Regents approving new mission statement, August 11, 2009](#)

[College of Coastal Georgia Statutes](#)

[2010-2011 College of Coastal Georgia Catalog](#)

[2009-2010 College of Coastal Georgia Fact Book](#)

[2010-2011 College of Coastal Georgia Full-Time Faculty Handbook](#)

[2010-2011 College of Coastal Georgia Part-Time Faculty Handbook](#)

[2010-2011 College of Coastal Georgia Student Handbook](#)

[About the College – Mission, College of Coastal Georgia website](#)