
**BROOKLYN COLLEGE
AES UNIT WORKING SESSION:
UNIT MISSION REVIEW AND ALIGNMENT**

SEPTEMBER 17, 2020

WELCOMING REMARKS & INTRODUCTIONS

David Wells, AES Council Co-Chair

Director, Black and Latino Male Initiative



WELCOMING REMARKS & INTRODUCTIONS

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Assessment and Accreditation Specialist,
Office of Educational Research and Assessment (ERA)



WHAT IS A UNIT MISSION?

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A ***unit mission*** is a broad statement of the purpose and values of the administrative unit

WHAT DOES A UNIT MISSION DO?

- Reflect how the unit contributes to the education, development, and experiences of students at the institution;
- Describe the services provided by the unit;
- Distinguish the unit from other units within the College (e.g., if the name of the unit was removed, it would not be applicable to another unit);

WHAT DOES A UNIT MISSION DO? (CONT'D)

- State of the purpose of the unit;
- Indicate the unit's primary constituencies;
- Highlight the most important operations/services of the unit; and
- Ensure the unit mission supports the mission of the institution.

RUBRIC TO ASSESS AN AES UNIT MISSION

Dimension	Does Not Meet Criteria	Approaching Criteria	Meets Criteria
Clear	Statement is ambiguous; purpose of the unit is unclear	Some sense of purpose of the unit is present, but may be too broad	Unit purpose is well developed and provides clarity
Concise	Statement is excessively wordy	May convey the intended purpose, but could be stated more succinctly	Statement conveys the intended purpose; no excessive wordiness
Specific to the unit	Statement is vague	Statement may indicate the characteristics of the unit, but lacks distinctiveness from other units or programs	Statement clearly indicates the attributes that separate it from other units or programs
Identifies the unit's constituencies	Statement does not address the group(s) that the unit serves or benefits from its services	Group(s) served is only partially indicated or unclear for which the unit serves or benefits from its services	Articulates the group(s) the unit serves or benefits from its services
Aligns with College Mission	Refer to the Unit's Mission Alignment Form		

MISSION EXAMPLE

Does this mission statement meet the criteria for a unit mission?

The Black and Latino Male Initiative (BLMI) provides committed academic, socioemotional and professional support while empowering students from underrepresented populations, including immigrants and first generation - particular attention is paid to African, African American/Black, Caribbean and Latino/Hispanic men; increasing the enrollment, retention and graduation rates of the target population is central to BLMI's commitment.

REVIEW OF YOUR AES UNIT MISSION

Dimension	Does Not Meet Criteria	Approaching Criteria	Meets Criteria
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Aligns with College Mission	Refer to the Unit's Mission Alignment Form		

REPORT OUT



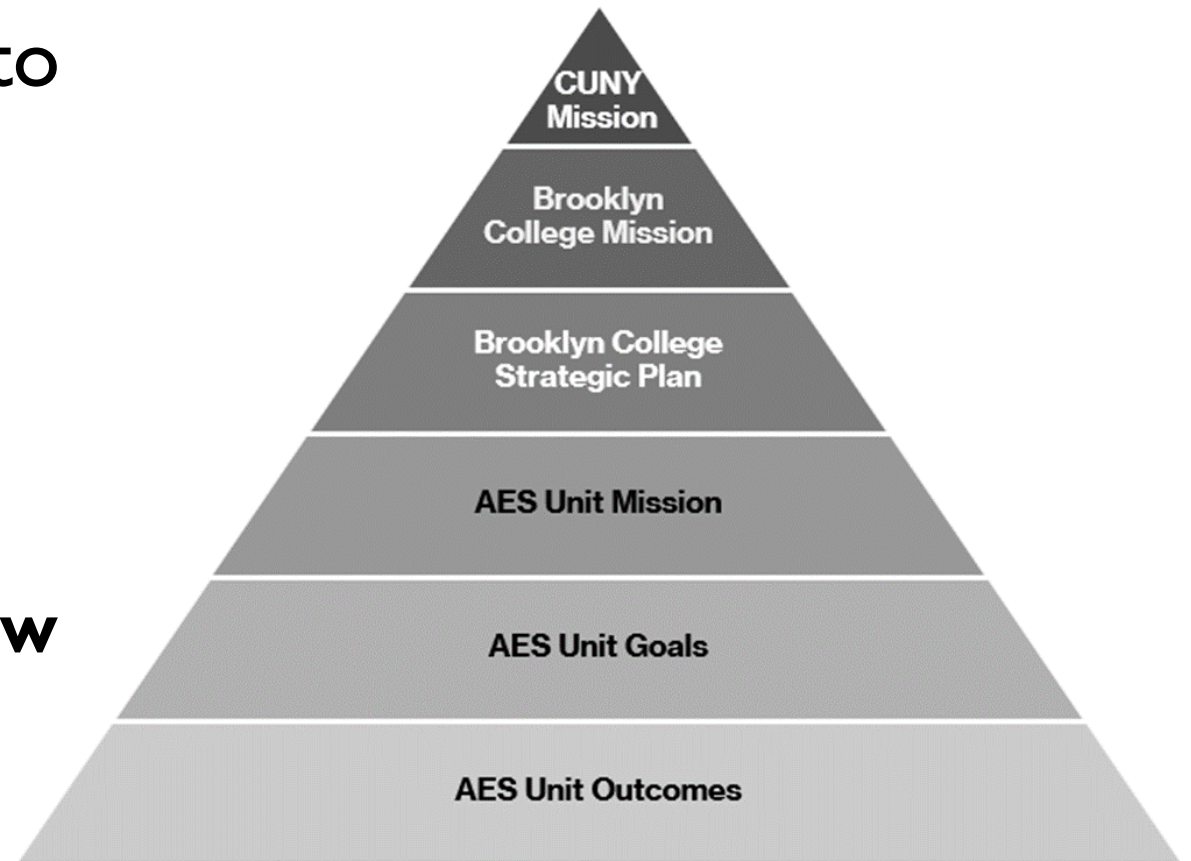
DUE DATE: ASSESSMENT OF AN AES UNIT MISSION

Reaffirmation/revision of your unit mission statement (at the discretion of your division head) is due to your AES Council Representative on **October 15th, 2020**

MISSION ALIGNMENT

How does the unit mission relate to the College mission?

Unit missions should support and align with the College mission. By aligning your unit mission with the College's mission, you show how your unit supports the College mission.



BROOKLYN COLLEGE MISSION

Brooklyn College provides a transformative, distinctive, and affordable education to students from all backgrounds. We are proud of our history of intellectual freedom and academic excellence, as well as our location in a borough known for innovation, culture, and the arts. We have a special commitment to educate immigrants and first-generation college students from the diverse communities that make up our city and state. Our striving spirit reflects our motto: "Nothing without great effort." Through outstanding research and academic programs in the arts, business, education, humanities, and sciences, we graduate well-rounded individuals who think critically and creatively to solve problems. They become leaders who transform their fields and professions and serve our increasingly global community.

RECODED MISSION STATEMENT FOR MAPPING

College Mission Statement	Code
Brooklyn College provides a transformative, distinctive, and affordable education to students from all backgrounds. We are proud of our history of intellectual freedom and academic excellence, as well as our location in a borough known for innovation, culture, and the arts.	CMS_1
We have a special commitment to educate immigrants and first-generation college students from the diverse communities that make up our city and state.	CMS_2
Our striving spirit reflects our motto: "Nothing without great effort." Through outstanding research and academic programs in the arts, business, education, humanities, and sciences, we graduate well-rounded individuals who think critically and creatively to solve problems.	CMS_3
They become leaders who transform their fields and professions and serve our increasingly global community.	CMS_4

SAMPLE ALIGNMENT

Unit Mission Statement	CMS_1	CMS_2	CMS_3	CMS_4
In support of the college mission, the Office of the Registrar strives to provide high-quality service to the college's students, faculty, administration, and campus community. The office is committed to serve in a fashion that is fair, professional, respectful, and of the highest ethical standards.		X	X	X
Through the use of innovative technological solutions, the Office of the Registrar is positioned to offer ever-improving support and data accuracy to all of those the office serves. Its commitment to partnership and collaboration creates an atmosphere where effective communication is always maintained.	X	X	X	X
With a dedication to maintaining the integrity of all student records, the Office of the Registrar adheres to all applicable federal, state, and university regulations.			X	

Adapted from the Registrar's Office Mission Statement

ALIGNMENT OF UNIT MISSION TO COLLEGE MISSION

Step 1. Divide your unit mission statement into sections.

The Black and Latino Male Initiative (BLMI) provides committed academic, socioemotional and professional support while empowering students from underrepresented populations, including immigrants and first generation - particular attention is paid to African, African American/Black, Caribbean and Latino/Hispanic men; increasing the enrollment, retention and graduation rates of the target population is central to BLMI's commitment.

ALIGNMENT OF UNIT MISSION TO COLLEGE MISSION

Step 2. Input mission statement into alignment table

Unit Mission Statement	CMS_1	CMS_2	CMS_3	CMS_4
The Black and Latino Male Initiative (BLMI) provides committed academic, socioemotional and professional support while empowering students from underrepresented populations, including immigrants and first generation - particular attention is paid to African, African American/Black, Caribbean and Latino/Hispanic men				
Increasing the enrollment, retention and graduation rates of the target population is central to BLMI's commitment.				

ALIGNMENT OF UNIT MISSION TO COLLEGE MISSION

Step 3. Indicate how each statement aligns to college mission by marking with an "X".

Unit Mission Statement	CMS_1	CMS_2	CMS_3	CMS_4
The Black and Latino Male Initiative (BLMI) provides committed academic, socioemotional and professional support while empowering students from underrepresented populations, including immigrants and first generation - particular attention is paid to African, African American/Black, Caribbean and Latino/Hispanic men				
Increasing the enrollment, retention and graduation rates of the target population is central to BLMI's commitment.				

COLLEGE MISSION

College Mission Statement	Code
Brooklyn College provides a transformative, distinctive, and affordable education to students from all backgrounds. We are proud of our history of intellectual freedom and academic excellence, as well as our location in a borough known for innovation, culture, and the arts.	CMS_1
We have a special commitment to educate immigrants and first-generation college students from the diverse communities that make up our city and state.	CMS_2
Our striving spirit reflects our motto: "Nothing without great effort." Through outstanding research and academic programs in the arts, business, education, humanities, and sciences, we graduate well-rounded individuals who think critically and creatively to solve problems.	CMS_3
They become leaders who transform their fields and professions and serve our increasingly global community.	CMS_4

WALKTHROUGH ALIGNMENT

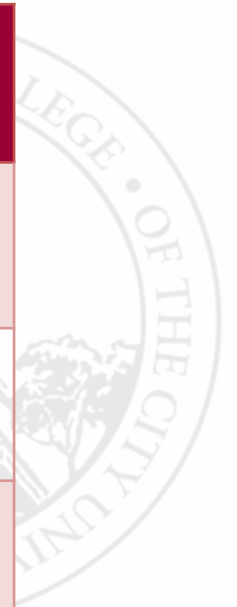
Step 3. Indicate how each statement aligns to college mission by marking with an "X".

Unit Mission Statement	CMS_1	CMS_2	CMS_3	CMS_4
The Black and Latino Male Initiative (BLMI) provides committed academic, socioemotional and professional support while empowering students from underrepresented populations, including immigrants and first generation - particular attention is paid to African, African American/Black, Caribbean and Latino/Hispanic men	X	X	X	X
Increasing the enrollment, retention and graduation rates of the target population is central to BLMI's commitment.		X	X	

WORK ON ALIGNMENT

Please indicate how each statement aligns to college mission by marking with an "X".

Unit Mission Statement	CMS_1	CMS_2	CMS_3	CMS_4
Unit Mission Statement Part 1: <i>List statement part in full.</i>				
Unit Mission Statement Part 2: <i>List statement part in full.</i>				
Unit Mission Statement Part 3: <i>List statement part in full.</i>				
Unit Mission Statement Part 4: <i>List statement part in full.</i>				



REPORT OUT



DUE DATE:

ALIGNMENT OF UNIT MISSION TO COLLEGE MISSION

Alignment of your unit to the College Mission is due to your AES Council Representative on **October 30th, 2020**

QUESTIONS & ANSWERS



UPCOMING WORKING SESSIONS

- **September 24th 11 am – 12 pm:** Unit Mission Alignment to the Institutional Learning Outcomes (Student-Facing Units)
- **September 24th 12 pm – 1 pm:** Unit Values/Purpose Alignment to the College Mission (Non-Student-Facing Units)
- **October 1st 11 am – 1 pm:** Alignment of Unit Goals/Outcomes to the College Strategic Plan Objectives
- **October 8th 11 am – 1 pm:** Detailed AES Assessment Planning Document

AES ASSESSMENT RESOURCES

Assessment Resources

■ ERA:

brooklyn.cuny.edu/IE/assessment

■ AES:

brooklyn.cuny.edu/IE/aes-assessment



The screenshot displays the Brooklyn College website interface. At the top, a dark red navigation bar contains the following menu items: ABOUT, ACADEMICS, ADMISSIONS, CAMPUS LIFE, NEWS & MEDIA, ATHLETICS, and SUPPORT BC. Below this, a light gray header features the Brooklyn College logo on the left, a yellow 'BC WebCentral' button, and a list of links including 'We Stand Against Hate', 'Calendar', 'Offices and Services', 'Library', 'Career Services', 'Honors Academy', and 'Special Programs'. A secondary navigation bar includes dropdown menus for 'Prospective Students', 'Current Students', 'Faculty & Staff', and 'Alumni & Friends'. The main content area features a large photograph of faculty members in a workshop setting, with a caption below it that reads 'Faculty participating in an assessment workshop'. To the right of the photo is a sidebar titled 'STATEMENTS AND MESSAGES' containing the following links: 'OFFICE OF THE ASSOCIATE PROVOST FOR FACULTY AND ADMINISTRATION', 'OFFICE OF THE ASSOCIATE PROVOST FOR INSTITUTIONAL EFFECTIVENESS' (highlighted in yellow), 'Our Team', 'Educational Research and Assessment', 'Accreditation', 'Brooklyn College Data', 'Institutional Research and Data Analysis', 'Survey Services', and 'Data Dashboard'.

HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

Academic Affairs:

- Lucas G. Rubin, LRubin@Brooklyn.cuny.edu
- Richard Vento, RVento@Brooklyn.cuny.edu

Enrollment Management & Retention:

- Estefania Ponti, Estefania.Ponti@Brooklyn.cuny.edu



HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

Finance & Administration:

- Marcus Richardson, MRichardson@Brooklyn.cuny.edu

Institutional Advancement:

- Bronwyn Cunningham, Bronwyn.Cunningham@Brooklyn.cuny.edu

Student Affairs:

- David Wells, DWells@Brooklyn.cuny.edu



FOR ADDITIONAL SUPPORT:

- Contact ERA at Isana.Leshchinskaya@Brooklyn.cuny.edu

Or

- Drop in via Zoom to Fall 2020 Assessment Office Hours

Tuesdays, 1-3 pm from September 22 – December 22

<https://brooklyncollege.zoom.us/j/99547613462?pwd=amIUMXZ4WkhPaURQME8lYTdsNlplzd09>

THANK YOU

