



Tab 11 Mission Statement Review

Coordinating Board for Higher Education
December 6, 2023

BACKGROUND

Section 173.030, RSMo, requires the Coordinating Board for Higher Education (CBHE) to conduct a review of the mission statements for all Missouri public institutions of higher education every five years. The review is based on the needs of the state's citizens; the requirements of business, industry, the professions, and government; and is intended to ensure higher education is responsive to state needs, is focused, balanced, and cost effective, and provides high-quality programs. Institutions are also required to provide a mission implementation plan for the CBHE's consideration and approval. These implementation plans are documents prepared by institutions in collaboration with department staff and submitted to the CBHE as comprehensive mission descriptions that reflect the institution's role and scope within the state's higher education system. CBHE-approved mission descriptions are used by staff to determine the appropriate process to evaluate new programs, program changes, and off-site location requests.

The updated mission descriptions are provided in Attachment A.

CURRENT STATUS

Department staff consulted with presidents, chancellors, and chief academic officers in 2022 to design a format to meet statute requirements. The data collection plan included a document template reflecting each institution's mission as approved by their respective boards, any statewide mission as designated by the General Assembly, the institution's admissions selectivity category, and the most recently approved CBHE-approved mission description. Institutions were then asked to provide a narrative describing how their mission statement guides the institution to meet the needs of citizens, business, industry, the professions, and the government and to provide information as to how the institutions are responsive to state needs, are focused, balanced, and cost effective, and provide high-quality programs. Institutions were also given the opportunity to propose edits and corrections to their previously approved mission descriptions.

The mission statement review template was provided to institutions in early 2023, and institutions were asked to complete and return the documents by summer 2023. This allowed time for staff review and for engagement with institutions to discuss and revise prior to finalizing the mission descriptions for the CBHE. The mission statement review documents from each institution are provided in Attachment B.

Highlights from the mission statement review include:

- The University of Missouri–Columbia highlighted a consulting firm estimate that the University generates approximately \$5 billion in annual economic impact within Missouri; this includes nearly 50,000 full- and part-time university-related jobs.
- Missouri Southern State University identified five program areas offered by the institution that were determined by the Missouri Economic Research and Information

Center to have the highest job growth outlook through 2030.

- Metropolitan Community College shared it was meeting local, industry, and state needs through its state-of-the-art lineman program facilities at MCC Blue River East. The program's advisory board includes representatives from Evergy (formerly KC Power & Light), Independence Power & Light, and the Platte-Clay Electric Cooperative.
- Moberly Area Community College indicated it works with four school districts to offer an Early College program, which allows enrollment of high school juniors in MACC classes in order to earn both a high school diploma and an Associate of Arts degree when they graduate from high school.
- The majority of institutions report the use of program advisory boards that include local employers to ensure programs are providing graduates with needed skills.

NEXT STEPS

During the mission statement review process, institutions and department staff began exploring the pertinence of the current admissions selectivity categories, which institutions self-select as open enrollment, moderately selective, selective, or highly selective based on criteria established. These criteria may include ACT / SAT test scores and credit hours completed at a prior institution.

Per Section 173.005.2(6), RSMo, the establishment of admissions guidelines consistent with institutional missions is a responsibility of the CBHE. During the pandemic, many institutions moved temporarily to a test-optional admissions status. While community colleges must provide open enrollment, the four-year institutions are reviewing associated data to determine if their selectivity category continues to meet the needs of their students and the state. Therefore, the department will work with institutions on data related to admissions and will provide an update and recommendation for admissions guidelines and potential retention, revision, or removal of the strata of selectivity categories at a future meeting of the CBHE.

RECOMMENDATION

Staff recommend approval of each institution's mission description as presented in Attachment A for the purpose of the five-year mission review cycle.

ATTACHMENTS

- Attachment A: Proposed CBHE-Approved Mission Descriptions
- Attachment B: Mission Statement Review Documents