

Community College Association of Texas Trustees



Strategic Plan-Part II

Momentum 2021

Purpose, Mission, and Vision

PURPOSE

The purpose statement shown here tells **why** CCATT exists, what benefit it provides to its members, and how it contributes to the overall good of its stakeholders, the community and the state.

THE PURPOSE OF CCATT

To be the collective voice representing the community college trustees of Texas.

MISSION

The mission of the organization tells **what the organization does** to fulfill its purpose and what makes it unique from similar organizations.

THE MISSION OF CCATT

As the only association of elected officials in higher education

VISION

The vision provides a **picture** of what the organization seeks to be **in five years**, creating a positive image that is detailed enough to guide the work and decisions of the organization. What follows is a vision summary statement and then a more detailed description of CCATT's envisioned future.

CCATT VISION 2021

CCATT is a trusted, recognized source of information for higher education advocacy, and

- enjoys *robust engagement* of its members and is a premier source of *community college trustee development*;
- operates through *effective, collaborative partnerships*;
- is a *cohesive, inclusive, high-performing organization*;
- has *resources to achieve* its vision and goals; and
- the CCATT Board of Directors is committed to *achieving collective results*.

ENVISIONED FUTURE

CCATT is a trusted, recognized source of information for higher education advocacy.

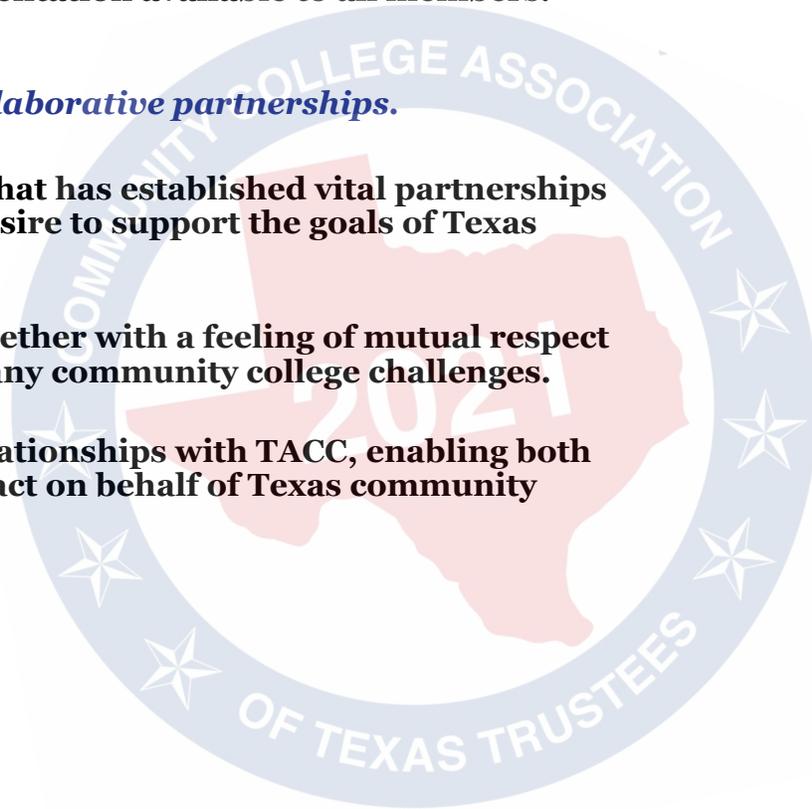
- **CCATT is respected for its focused advocacy, which has resulted in an increase of resources for community college from state and local entities.**
- **The Association has an organized and systemic advocacy program for legislative sessions that has gained respect and appreciation by the state legislature most that legislators recognize and solicit CCATT's input on community college issues.**
- **We serve as a model of excellence in state-wide trustee development and advocacy; trustees are a resource for information and solutions to community college issues by local, state, and national entities.**
- **We engage students to advocate for community colleges.**

CCATT enjoys robust engagement of its members and is a premier source of community college trustee development.

- **The Association has meaningful engagement of all 400+ members in policy setting and leadership of Texas community colleges, as they solve complex community college issues.**
- **CCATT supports a cohesive professional development program, webinars, blogs, updates, and a new board orientation available to all members.**

CCATT operates through effective, collaborative partnerships.

- **CCATT is a first class organization that has established vital partnerships with organizations aligned in the desire to support the goals of Texas community colleges.**
- **With CCATT, stakeholders work together with a feeling of mutual respect and collaboration to address the many community college challenges.**
- **We enjoy a united, collaborative relationships with TACC, enabling both organizations to increase their impact on behalf of Texas community colleges.**



CCATT is a cohesive, inclusive, high-performing organization.

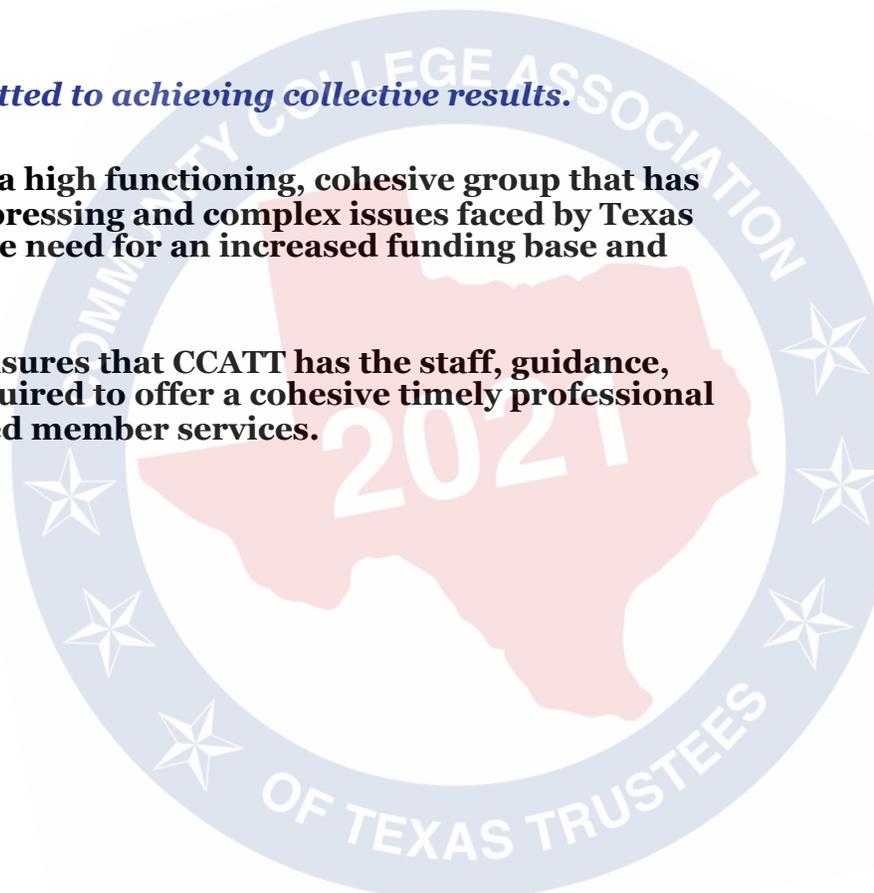
- **The staff of the association has increased by two, resulting in cohesive professional development, webinars, blogs, updates, and new board orientation.**
- **The CCATT Board of Directors is highly functioning and has a significant impact on the long-term viability of the colleges they serve by finding resolutions to the colleges' most pressing issues, including funding and transfer of credits.**
- **Because of CCATT's programs and support, Texas community colleges have better educated trustees/regents who govern well and serve as an example for other states.**

CCATT has resources to achieve its vision and goals.

- **CCATT is a sustainable organization providing value to local organizations, and has attracted new funding from philanthropic organizations.**
- **The Association has an executive director and additional staff to oversee and deliver the programs and services members need and value.**
- **CCATT has established a well-coordinated communication tool that has built an active trustee/regent network for engagement in advocacy and other programs, enabling trustees and regents to serve as ambassadors for Texas community colleges.**

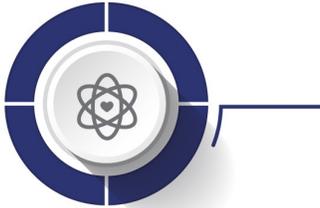
CCATT Board of Directors is committed to achieving collective results.

- **The CCATT Board of Directors is a high functioning, cohesive group that has shown leadership in addressing pressing and complex issues faced by Texas community colleges, including the need for an increased funding base and streamlined transfer of credits.**
- **The CCATT Board of Directors ensures that CCATT has the staff, guidance, support, and other resources required to offer a cohesive timely professional development program and desired member services.**



VALUES

The values identified here represent the guiding principles adopted by CCATT which will inform actions and decisions.



ACCOUNTABILITY-The CCATT Board of Directors is accountable to its members and functions in a transparent manner.



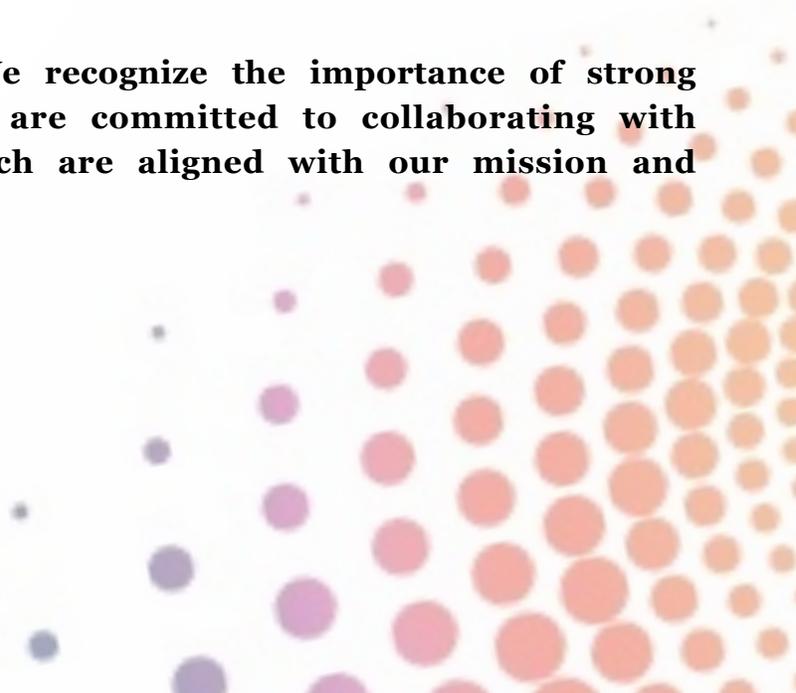
INTEGRITY-We shall conduct ourselves with the highest ethical standard and personal integrity. We are committed to transparency of communication and information to our members.



TRUST/RESPECT-We believe an organization based on a foundation of respect and trust is necessary to function effectively and create collaboration and consensus. We will model a climate of respect and trust by encouraging and supporting open dialogue.



PARTNERSHIPS-We recognize the importance of strong partnerships and are committed to collaborating with organizations which are aligned with our mission and purpose.





DIVERSITY-We will support and advocate for the implementation of programs and services that reflect the demographic, racial, ethnic, gender, age, and socio-economic profile of Texas. We will respect the unique economic drivers of our members in their geographic regions. We will respect the differences that exist in enrollment size, economic viability, and available resources among community college membership.



LONG-TERM PERSPECTIVE—We understand the dynamic nature of education. We are committed to a long-term view marked by continuous innovation and a search for creative solutions.



EXCELLENCE IN GOVERNANCE-Serving on a community college board is an opportunity and responsibility to model and encourage excellence in governance to promote the mission of community college in Texas.

