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Department Goal Alignment Report

COLLEGE	•	•		•
Dept	Department Name		Goals	
80033	A/V-Instructional Support		BUILD A	COMMUNITY OF EXCELLENCE
Frank Giglio to provide equipm business and even	David Taylor ent and services to support instructional, t services.			Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
				Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
				Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			EMPOW	ER STUDENTS TO SUCCEED
				Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.
			ENHANC	E THE CAMPUS ENVIRONMENT
				Invest in and use technology to enhance learning, access information and increase productivity.
70009	Academic Computing		BUILD A	COMMUNITY OF EXCELLENCE
technology suppor	Loic Audusseau s with access to technology through t, maintenance of computer labs, and dministrative support.			Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
				Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			EMPOW	ER STUDENTS TO SUCCEED
				Promote student engagement, cultural competency and knowledge of college expectations and community standards.
				Assure a cohesive academic experience (from precollege - post-graduation) including clear pathways, organized experiences, and consistent communications with clear oversignt and accountabilities in place.
				Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.

Dept	Department Na	ame	Goals	
70009	Academic Com	puting	DEEPEN	I STUDENT LEARNING
Wanda Santiago		Loic Audusseau	3.1	Promote and reinforce active teaching and learning
•	rt, maintenance (technology through of computer labs, and oport.		for application among all faculty members.
80002	Accounting		BUILD A	A COMMUNITY OF EXCELLENCE
Institution's finand transactions are re system in accorda	ial records. This ecorded into the nce with General accounting polic	Gina Ugarte acy and integrity of the responsibility requires that Institution's accounting Ily Accepted Accounting ries of the Institution and rules ative bodies.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			PROMO	TE A REPUTATION FOR EXCELLENCE
			7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80003	Accounts Payab	ole	BUILD A	A COMMUNITY OF EXCELLENCE
to provide equipm business and even		to support instructional,	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			ENHAN	CE THE CAMPUS ENVIRONMENT
			6.3	Invest in and use technology to enhance learning, access information and increase productivity.
80037	Budgeting		BUILD A	A COMMUNITY OF EXCELLENCE
•		Gina Ugarte et allocation and administer, through the fiscal year.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
meeting their fina integrity and acco	ncial obligations, untability. The B	dents and departments in with a focus on financial ursar's Office is responsible for financial resources and	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)

Dept	Department Name	Goals	
80042	Bursar	BUILD A	A COMMUNITY OF EXCELLENCE
meeting their find integrity and acco	Gina Ugarte ole and assist students and departments in uncial obligations, with a focus on financial ountability. The Bursar's Office is responsible for of key university financial resources and	1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
_	as a central collection point for college receipts.		
records, and acts	us a central collection point for college receipts.	51.400 14	WED CTUDENTS TO SUSCEED
			VER STUDENTS TO SUCCEED
		2.3	Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.
		ENHAN	CE THE CAMPUS ENVIRONMENT
		6.3	Invest in and use technology to enhance learning, access information and increase productivity.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		PROMO	OTE A REPUTATION FOR EXCELLENCE
		7.2	Promote pride in BCC.
80045	Business Office		A COMMUNITY OF EXCELLENCE
efficiency and ste financial and busi procurement, find	Kay Ellis ss and professional services that promote wardship and ensures full compliance with ness standards for cash management, uncial and asset reporting, student account ncial management.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.2	Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
80016	Campus & Facilities Planning		
	l operating budget allocation and administer, rt on the budgets through the fiscal year.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHAN	CE THE CAMPUS ENVIRONMENT
		6.1	Develop and implement strategically focused

6.1 Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.

Dent	Department Name	Goals	
Dept 80016	•		CE THE CAMPUS ENVIRONMENT
	Campus & Facilities Planning		
Robin Auchinclos to develop annua	Kay Ellis al operating budget allocation and administer,	6.2	Optimize use of campus space and resources to support existing and emerging needs and
monitor and repo	ort on the budgets through the fiscal year.		opportunities.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		6.5	Preserve and conserve landmark Campus.
		PROMO	OTE A REPUTATION FOR EXCELLENCE
		7.2	Promote pride in BCC.
		7.3	Engage faculty, staff, students, alumni and supporters in telling their BCC success stories.
80203	Campus Service Center		A COMMUNITY OF EXCELLENCE
visitors that pron and a seamless s campus and cont	David Taylor pus service experience for student, staff and notes a clean, optimized physical environment ervice delivery model that leverages on and off tract providers to ensure superior management, ardship while promoting auxiliary revenue	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		EMPOV	VER STUDENTS TO SUCCEED
		2.3	Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.
		DEVELO	DP WORLD CITIZENS
		4.3	Expand and develop purposeful campus life experiences for students to promote leadership, personal development, civic engagement, cultural immersion and cultural competency.
		CULTIV	ATE A 21ST CENTURY CURRICULUM
		5.1	Review, evaluate, update and develop programs to maintain currency and congruence with the College's mission.
		ENHAN	CE THE CAMPUS ENVIRONMENT
		6.3	Invest in and use technology to enhance learning, access information and increase productivity.
		PROMO	OTE A REPUTATION FOR EXCELLENCE
		7.1	Build and promote a brand around a learning- centered culture.
		7.2	Promote pride in BCC.

Dept	Department Name	Goals
80203	Campus Service Center	PROMOTE A REPUTATION FOR EXCELLENCE
Frank Giglio	David Taylor	7.3 Engage faculty, staff, students, alumni and
visitors that pror and a seamless s campus and con	npus service experience for student, staff and motes a clean, optimized physical environment ervice delivery model that leverages on and off tract providers to ensure superior management, ardship while promoting auxiliary revenue	supporters in telling their BCC success stories.
		7.4 Illustrate BCC as a premier institution with branding messages and media sources.
80136	Duplicating Department	BUILD A COMMUNITY OF EXCELLENCE
	nuality, high-speed printing, copying, binding rvices and support the card operated equipment campus.	1.3 Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
80141	Environmental Health & Safety	
Abner Felix	Kay Ellis	1.1 Foster continuous improvement with use of analysis
remediation (by	sment, measurement, evaluation, and using outside or internal services) of potential ous workplace relating to environmental and ety.	and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		ENHANCE THE CAMPUS ENVIRONMENT
		6.1 Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.
		6.2 Optimize use of campus space and resources to support existing and emerging needs and opportunities.
		6.3 Invest in and use technology to enhance learning, access information and increase productivity.
		6.4 Protect the security and integrity of the campus infrastructure and environment.
		6.5 Preserve and conserve landmark Campus.
80229	Events & Admin Services	BUILD A COMMUNITY OF EXCELLENCE
Frank Giglio to provide facilit accordance with oversight standa	David Taylor y use, event and cnference planning support in University policies and accounting and rds to generate campus revenue and assist in I relationships that promote learning and	1.1 Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)

1.3 Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).

Dept	Department Name	Goals	
80229	Events & Admin Services	ENHAN	CE THE CAMPUS ENVIRONMENT
Frank Giglio	David Taylor	6.2	Optimize use of campus space and resources to
to provide facility accordance with L oversight standard	use, event and cnference planning support in Inliniversity policies and accounting and its to generate campus revenue and assist in elationships that promote learning and		support existing and emerging needs and opportunities.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		6.5	Preserve and conserve landmark Campus.
		PROMO	TE A REPUTATION FOR EXCELLENCE
		7.2	Promote pride in BCC.
		7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80174	Human Resources Dept	BUILD A	A COMMUNITY OF EXCELLENCE
support, train and promote employed	Kay Ellis or customer service to recruit, provide, develop, retain a diverse campus workforce and to e welfare, empowerment, and growth in the college core values and financial plan.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHAN	CE THE CAMPUS ENVIRONMENT
		6.3	Invest in and use technology to enhance learning, access information and increase productivity.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		PROMO	TE A REPUTATION FOR EXCELLENCE
		7.2	Promote pride in BCC.
		7.3	Engage faculty, staff, students, alumni and supporters in telling their BCC success stories.
		7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80073	Information Technology	BUILD A	A COMMUNITY OF EXCELLENCE
Loic Audusseau		1.1	Foster continuous improvement with use of analysis
infrastructure, ser	reliable, and appropriate systems, equipment, vices, user support and training for the college osters optimal information and data ecurity.		and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)

Dept	Department Name	Goals	
80073	Information Technology		COMMUNITY OF EXCELLENCE
Loic Audusseau	Kay Ellis	1.3	Foster a culture of collaboration, integration &
infrastructure, ser	reliable, and appropriate systems, equipment, vices, user support and training for the college esters optimal information and data ecurity.		alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHANC	E THE CAMPUS ENVIRONMENT
			Optimize use of campus space and resources to support existing and emerging needs and opportunities.
			Invest in and use technology to enhance learning, access information and increase productivity.
			Protect the security and integrity of the campus infrastructure and environment.
			TE A REPUTATION FOR EXCELLENCE
			Illustrate BCC as a premier institution with branding messages and media sources.
80280	IT/Technical Services Unit		COMMUNITY OF EXCELLENCE
Services, taking ov	Loic Audusseau mer focused, single point of contact for IT vnership of issues and requests, making the and tools, and delivering useful, friendly e to all customers.		Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
			Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHANC	E THE CAMPUS ENVIRONMENT
			Invest in and use technology to enhance learning, access information and increase productivity.
		PROMO	TE A REPUTATION FOR EXCELLENCE
			Engage faculty, staff, students, alumni and supporters in telling their BCC success stories.
			Illustrate BCC as a premier institution with branding messages and media sources.
80240	Payroll	BUILD A	COMMUNITY OF EXCELLENCE
and student emplo	Gina Ugarte urate and timely payroll for all faculty, staff, byees while adhering to university guidelines and state regulations.		Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)

Dept	Department Name	Goals	
80240	Payroll	BUILD A	A COMMUNITY OF EXCELLENCE
and student emp	Gina Ugarte curate and timely payroll for all faculty, staff, loyees while adhering to university guidelines and state regulations.	1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
80149	Physical Plant Services		
Lamont Watson To provide facility physical environn leverages on and	David Taylor operations that promote a clean, optimized nent and a seamless service delivery model that off campus and contract providers to ensure ment, service and stewardship	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			CE THE CAMPUS ENVIRONMENT
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		6.5	Preserve and conserve landmark Campus.
		PROMO	TE A REPUTATION FOR EXCELLENCE
		7.1	Build and promote a brand around a learning-centered culture.
		7.2	Promote pride in BCC.
80040	PPS-Custodial	BUILD A	A COMMUNITY OF EXCELLENCE
•	Lamont Watson ng, custodial and asset beutification services to anitary, orderly and safe environment for staff and visitors.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHAN	CE THE CAMPUS ENVIRONMENT
		6.2	Optimize use of campus space and resources to support existing and emerging needs and opportunities.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		6.5	Preserve and conserve landmark Campus.
		PROMO	TE A REPUTATION FOR EXCELLENCE
		7.2	Promote pride in BCC.

Dept	Department N	ame	Goals	
80040	PPS-Custodial		PROMO	TE A REPUTATION FOR EXCELLENCE
Anthony Colon		Lamont Watson	7.4	Illustrate BCC as a premier institution with branding
•	anitary, orderly d	asset beutification services to and safe environment for		messages and media sources.
80039	PPS-Maintenar	nce	BUILD A	A COMMUNITY OF EXCELLENCE
		David Taylor at repair, maintain, and c, office and campus facilities	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			ENHAN	CE THE CAMPUS ENVIRONMENT
			6.1	Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.
			6.2	Optimize use of campus space and resources to support existing and emerging needs and opportunities.
			6.3	Invest in and use technology to enhance learning, access information and increase productivity.
			6.4	Protect the security and integrity of the campus infrastructure and environment.
			6.5	Preserve and conserve landmark Campus.
			PROMO	TE A REPUTATION FOR EXCELLENCE
			7.1	Build and promote a brand around a learning-centered culture.
			7.2	Promote pride in BCC.
			7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80041	PPS-Utility Plan	nt	BUILD A	A COMMUNITY OF EXCELLENCE
	environmentally	Lamont Watson og infrastructure of the sound manner in compliance ds.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.2	Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)

Dept	Department Na	ame	Goals	
80041	PPS-Utility Plan	nt	BUILD A	A COMMUNITY OF EXCELLENCE
campus in a safe	_	Lamont Watson ng infrastructure of the sound manner in compliance ds.	1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			ENHAN	CE THE CAMPUS ENVIRONMENT
			6.1	Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.
			6.2	Optimize use of campus space and resources to support existing and emerging needs and opportunities.
			6.3	Invest in and use technology to enhance learning, access information and increase productivity.
			6.4	Protect the security and integrity of the campus infrastructure and environment.
			6.5	Preserve and conserve landmark Campus.
			PROMO	OTE A REPUTATION FOR EXCELLENCE
			7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80274	Public Safety		BUILD A	A COMMUNITY OF EXCELLENCE
to learn, work ar stewardship leve	lcoming, healthy, nd visit that is com	Kay Ellis safe and secure environment apliant, demonstrates superior and fosters community i.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
			1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
			EMPOV	VER STUDENTS TO SUCCEED
			2.3	Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.
			ENHAN	CE THE CAMPUS ENVIRONMENT
			6.4	Protect the security and integrity of the campus infrastructure and environment.
			6.5	Preserve and conserve landmark Campus.
			PROMO	DTE A REPUTATION FOR EXCELLENCE
			7 2	Promote pride in RCC

7.2 Promote pride in BCC.

Dept	Department Name	Goals
80264	Purchasing	BUILD A COMMUNITY OF EXCELLENCE
Anjanette Ant to procure or s timely manne	oni Gina Ugarte source all goods, equipment, and services in a r from the most responsible vendor for the most ice while complying with all rules and regulations	1.1 Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven
		1.2 Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
		1.3 Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHANCE THE CAMPUS ENVIRONMENT
		6.1 Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.
		6.3 Invest in and use technology to enhance learning, access information and increase productivity.
		6.4 Protect the security and integrity of the campus infrastructure and environment.
		6.5 Preserve and conserve landmark Campus.
		PROMOTE A REPUTATION FOR EXCELLENCE7.2 Promote pride in BCC.
80054	Receiving & Stores	BUILD A COMMUNITY OF EXCELLENCE
perform exped	itia If record inbound packages and shipments and If record inbound packages and shipments and If it is a specific perform annual If it is a specific performance per	1.1 Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3 Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		EMPOWER STUDENTS TO SUCCEED
		2.3 Provide efficient, accessible, user-friendly, and integrated student services and support structures that address the holistic needs and well-being of every BCC student.
		ENHANCE THE CAMPUS ENVIRONMENT
		6.4 Protect the security and integrity of the campus infrastructure and environment.

Dont	Donartment Name	Goole	
Dept 80241	Department Name Retiree Benefits	Goals	A COMMUNITY OF EXCELLENCE
Purysabel Uregar Marta Clark to coordinate and administer core and voluntary employee benefits including, but not limited to, medical, vision, dental, prescription, retirement, Flexible Spending Accounts (FSA), Commuter Benefits, and tax-deferred annuities (TDA) and to administer all medical leaves of absences and workers compensation.		1.2	Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
80385	Student Technology		
•	Loic Audusseau ence and innovation in teaching, student of technology.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.2	Promote mentoring and professional development at all levels of the College to support the learning and and development of all members of the campus community. (mentoring and professional development)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		PROMO	TE A REPUTATION FOR EXCELLENCE
		7.1	Build and promote a brand around a learning-centered culture.
		7.2	Promote pride in BCC.
		7.3	Engage faculty, staff, students, alumni and supporters in telling their BCC success stories.
		7.4	Illustrate BCC as a premier institution with branding messages and media sources.
80282	Telecom Service Unit	BUILD A	A COMMUNITY OF EXCELLENCE
•	secure, skilled, high available network services to support and advance the College's	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).

Dept	Department Name	Goals	
80282	Telecom Service Unit	ENHANCE THE CAMPUS ENVIRONMENT	
	Loic Audusseau e, secure, skilled, high available network I services to support and advance the College's	6.4	Protect the security and integrity of the campus infrastructure and environment.
80299	VP for Administration & Fin	BUILD A	A COMMUNITY OF EXCELLENCE
Community Colleg	Thomas Isekenegbe nancial and administrative operations of Bronx are. This division oversees human resources, cology, facilities, business, professional and and safety.	1.1	Foster continuous improvement with use of analysis and evidence driving all academic, student support and administrative decisions (analytically-driven decisions)
		1.3	Foster a culture of collaboration, integration & alignment of curriculum, student support & administrative processes (collaboration, integration, alignment).
		ENHANCE THE CAMPUS ENVIRONMENT	
		6.1	Develop and implement strategically focused enhancements to the infrastructre and accessibility of the campus facilities.
		6.2	Optimize use of campus space and resources to support existing and emerging needs and opportunities.
		6.3	Invest in and use technology to enhance learning, access information and increase productivity.
		6.4	Protect the security and integrity of the campus infrastructure and environment.
		6.5	Preserve and conserve landmark Campus.
		PROMC 7.2	Promote pride in BCC.
		7.3	Engage faculty, staff, students, alumni and supporters in telling their BCC success stories.
		7.4	Illustrate BCC as a premier institution with branding messages and media sources.